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BROADCASTING

The Weekly Newsmagazine of Radio

BUSINESS & FINANCE

Broadcast Advertising

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Many a smart advertiser has bought WHO on the strength of its huge "network audience"—and then found that WHO is equally supreme in two *other* fields of entertainment—*news* and *local shows*. . . .

It's true that WHO is the only NBC station in Iowa—carries nearly all the best network shows (21 of the 25 most popular shows in the State). But WHO also carries many local live talent shows which have *higher* Hooper ratings in Des Moines than competing network shows! On *news*—47.4% of Iowa families "listen regularly" to WHO newscasts, versus 6.3% to Station B. Ask us —or Free & Peters—for *proof*.

WHO

+ *for* IOWA PLUS! +

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B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

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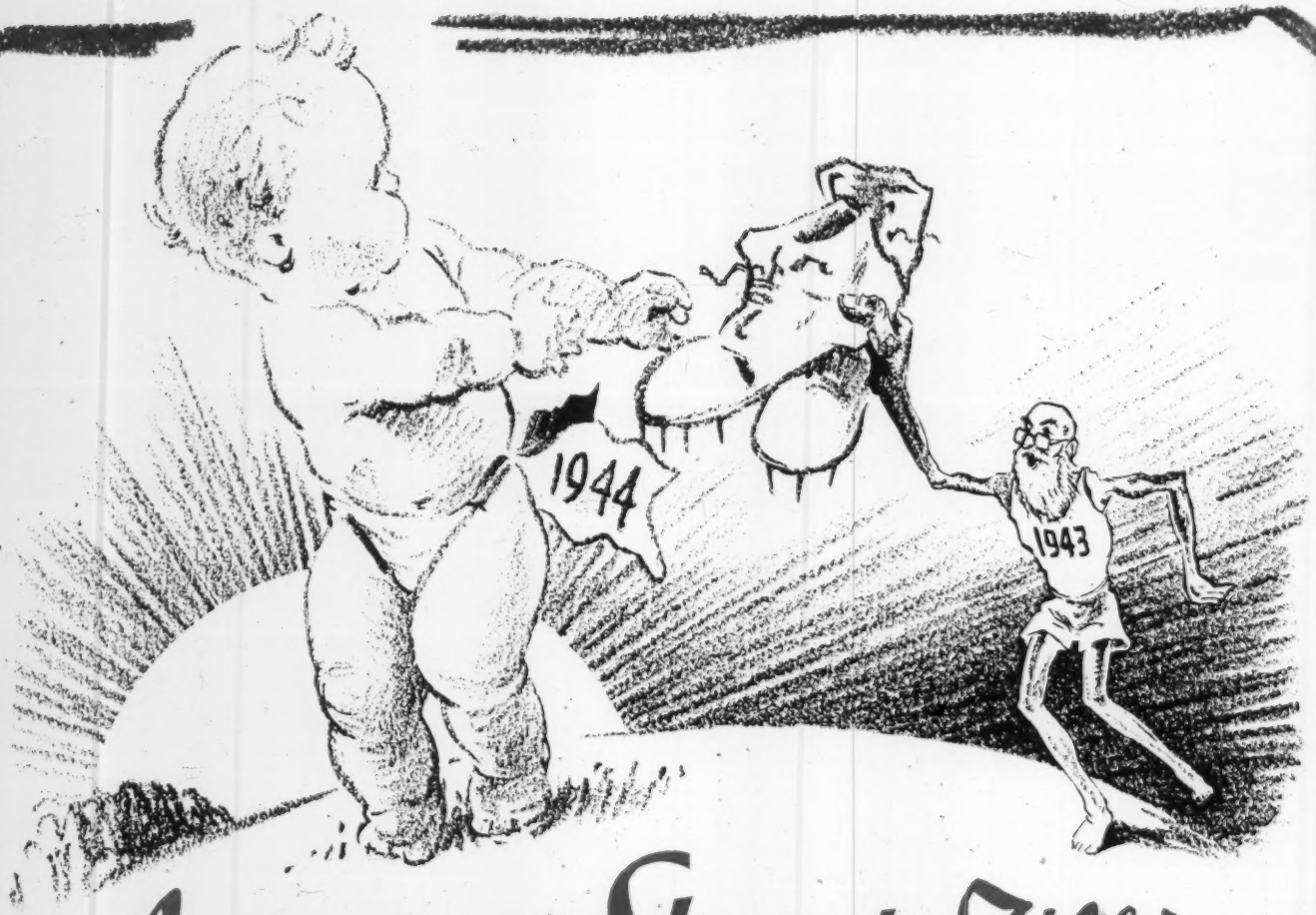

Important Shoes to Fill!

Old 1943 has run his gallant but gruelling race and young 1944, fresh as a daisy and fit as a fiddle, takes over. The youngster's responsibilities are many and his legs must be sturdy.

The Fort Industry Company will root for the young speedster all the way. We pledge him the same support that made our 1943 a year of outstanding success and one long to be remembered. Through him, we promise the thousands of radio listeners in Fort Industry Markets the continuation of that service which has won their loyalty. And to our advertisers we re-pledge our untiring efforts in their behalf.

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WWVA	**WHEELING, WEST VA.**
WAGA	**ATLANTA, GA.**
WMMN	**FAIRMONT, WEST VA.**
WLOK	**LIMA, OHIO**
WHIZ	**ZANESVILLE, OHIO**

A FORT INDUSTRY STATION

If It's a Fort Industry Station You Can Bank on It

Tech

What About NASHVILLE?

Latest reports show

- Retail sales up 36% over last year
- Bank clearings up 20.19%
- Bank debits up 25.13%
- Real estate transfers up 50.3%
- Building permits up 11.74%
- Postal receipts up 14.58%
- Telephones up 6.24%
- Industrial power consumption up 7.66%

Market covered by WSIX

SPOT SALES, INC., NATIONAL REPRESENTATIVES

Blue

Mutual

5000 WATTS

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

980 KILOCYCLES

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millions of people
can be yours

WIN IT WITH WWL, NEW ORLEANS

You dominate the air now in this territory with WWL, New Orleans —the only 50,000-watt, clear channel station for hundreds of miles.

WWL's famous shows—and CBS talent—have built tremendous audience-loyalty that will remain your postwar competitive advantage.

WWL
NEW ORLEANS

50,000 WATTS
CLEAR CHANNEL

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.

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BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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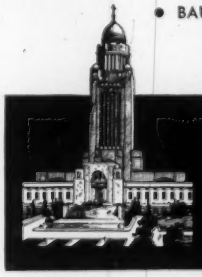

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A Small Station Doing a BIG JOB

This is the . . .

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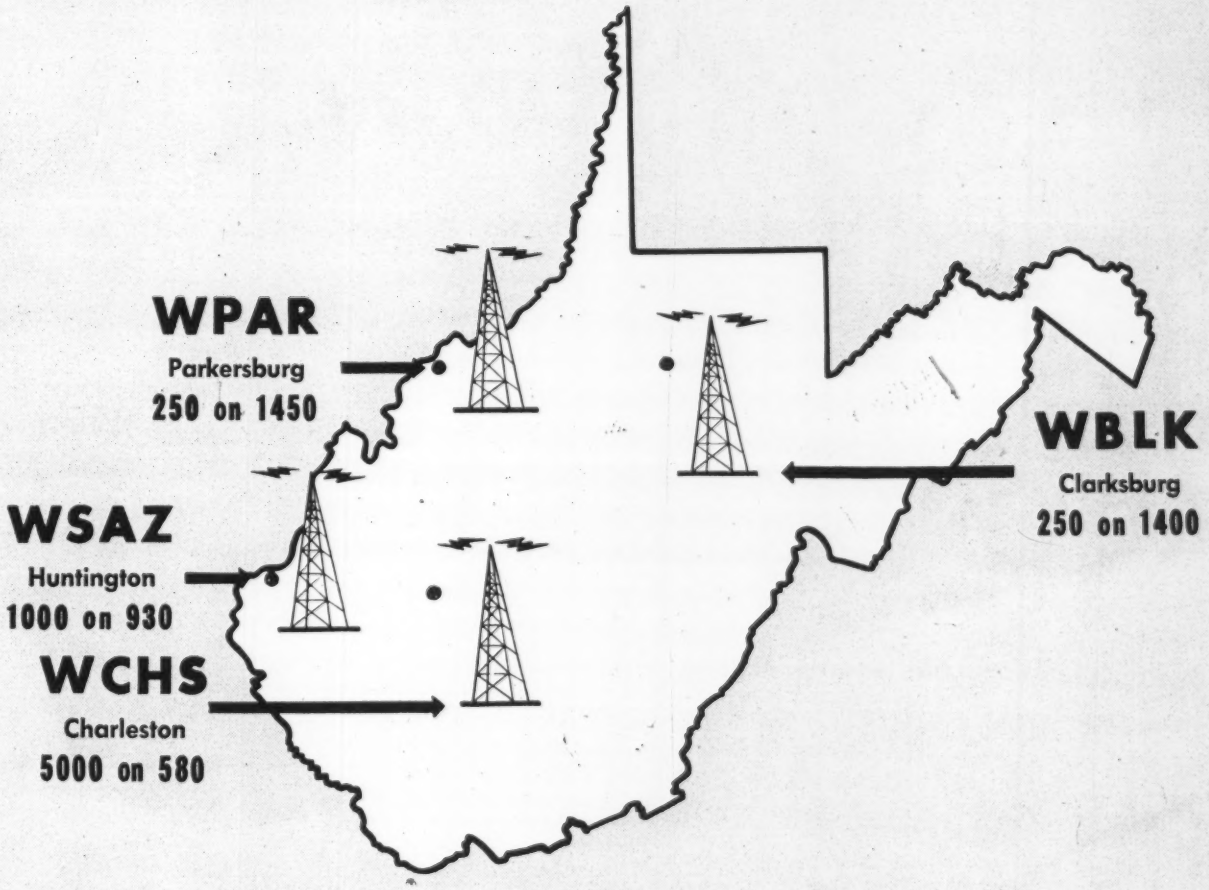


WCHS
Columbia Programs

Population (Families)	246,729
Retail Sales	$300,817,000
Food Sales	49,520,000
Drug Sales	6,708,000

(Primary Area)

WPAR
Columbia Programs

Population (Families)	31,949
Retail Sales	$29,645,000
Food Sales	7,286,000
Drug Sales	1,013,000

(Primary Area)

WSAZ
Blue Network Programs

Population (Families)	113,398
Retail Sales	$93,263,000
Food Sales	22,611,000
Drug Sales	3,086,000

(Primary Area)

WBLK
N B C Programs

Population (Families)	42,687
Retail Sales	$40,141,000
Food Sales	10,340,000
Drug Sales	1,438,000

(Primary Area)

IN AM BROADCASTING...

RCA Transmitters have long been recognized as the finest that money can buy.

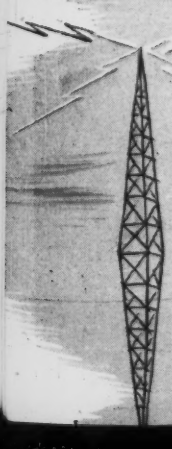
Evidence is the fact that for ten years RCA Transmitters have outsold all others.

This record includes large and small stations—among them a large proportion of the most notable installations made during this period.

During these ten years nearly all major advances in transmitter design appeared first in RCA Transmitters. These improvements include:

High-Level Class B Modulation
Air-cooled High-Power Tubes
Mercury Vapor Rectifiers
Front-of-Panel Access
Streamlined Styling

RCA earned its leadership in this field, and will maintain it.



BUY MORE WAR BONDS

RCA

RCA BROADCAST EQUIPMENT

RADIO CORPORATION OF AMERICA

HIGH EFFICIENCY?

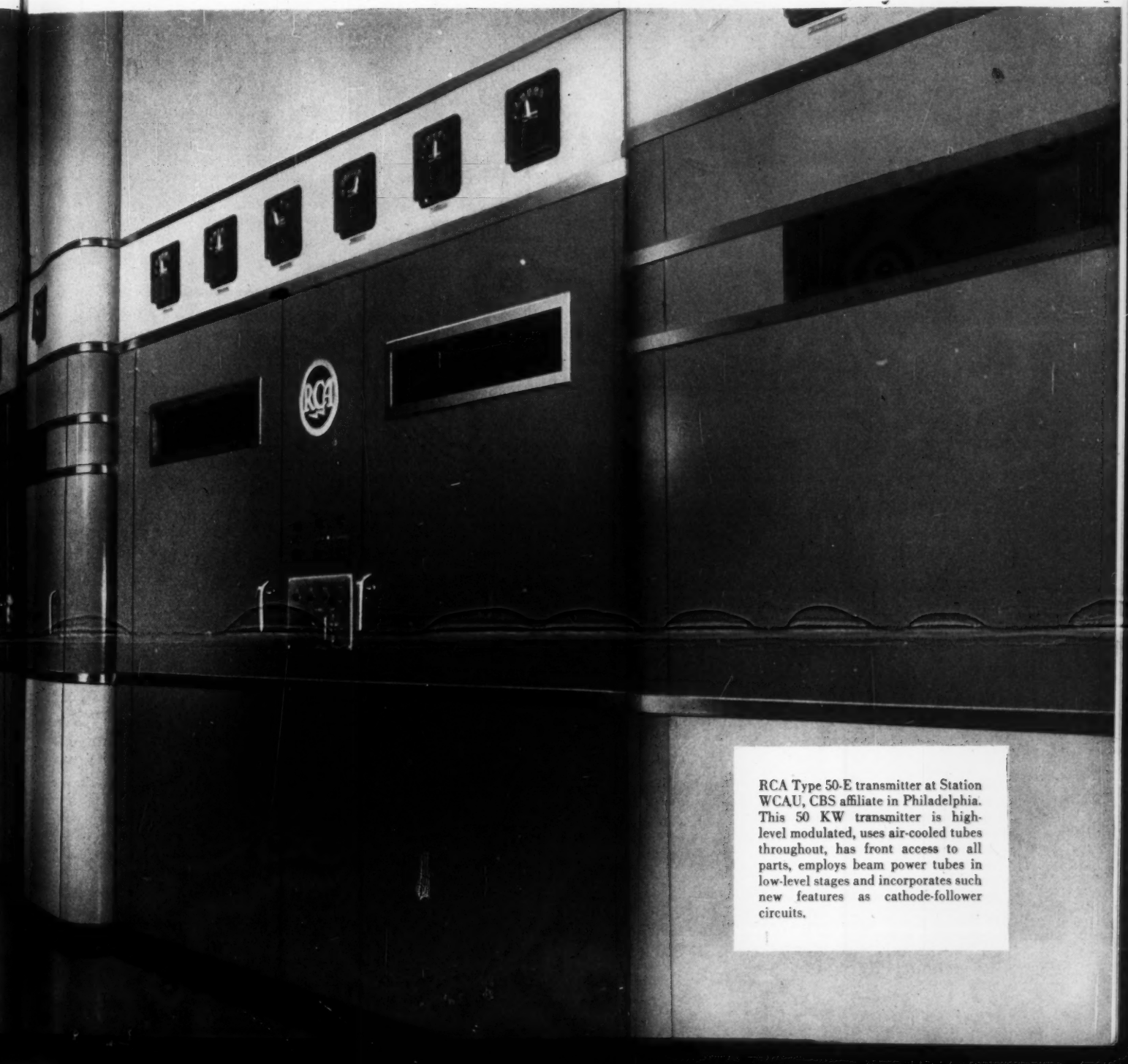
RCA Transmitters have had it for years!

The RCA 50 KW transmitter shown below employs high-level modulation.

This high-efficiency system was first introduced by RCA some ten years ago.

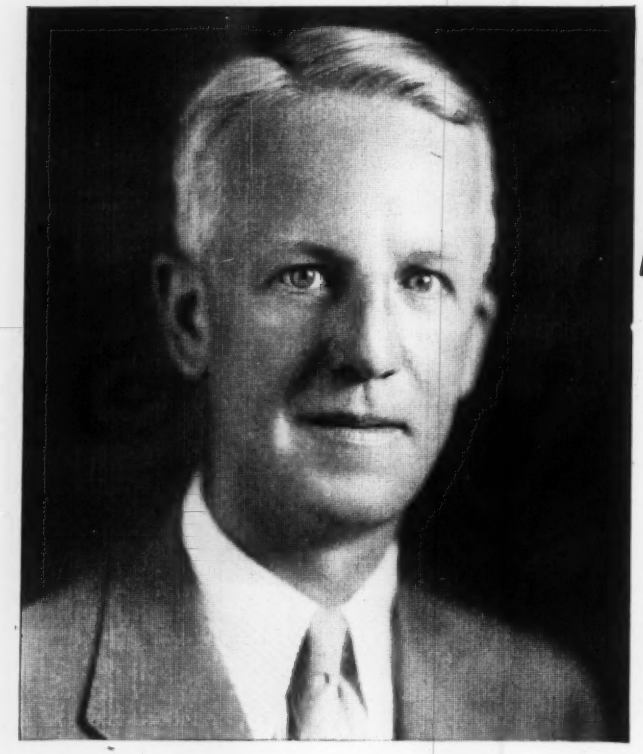
All RCA transmitters sold in recent years have been high-level modulated.

They have high efficiency *NOW*.



RCA Type 50-E transmitter at Station WCAU, CBS affiliate in Philadelphia. This 50 KW transmitter is high-level modulated, uses air-cooled tubes throughout, has front access to all parts, employs beam power tubes in low-level stages and incorporates such new features as cathode-follower circuits.

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVICE



Four years, University of Illinois
Two years, Flintkote Company
Two years, Liberty Magazine
Fifteen years, Meredith Publishing Co.
Free & Peters (New York Office) since January, 1944

Lookit our new victim—

HAROLD L. BEHLKE!

Ever since we first put out our shingle, we've been hearing miraculous things about a top-notch, 18-karat, genuine first-edition fellow in the national magazine field, named Hal Behlke. So about two years ago we began twisting Hal's wrist, and today we're proud to announce that this outstanding advertising man is another "Old Colonel F&P"!

Hal began hanging his hat in our New York Office on January 1. Naturally he'll spend most of his time in and around New York—but, like all our other F&P men, his *work* is as much available to agencies and advertisers in Minneapolis or Mobile as to those in Manhattan.

Because that's our policy here at Free & Peters—to get the best men we can find, to equip them with every facility of service, and then to work as a team on any problem that any advertiser propounds. . . . What can we do for *you*, here in this pioneer group of radio-station representatives?

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KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KOMA	OKLAHOMA CITY
KTUL	TULSA
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BROADCASTING
and
Broadcast Advertising

Vol. 26, No. 1 WASHINGTON, D. C., JANUARY 3, 1944 $5.00 A YEAR—15c A COPY

Press Ownership 'Tolerated' By FCC

Policy Tentatively Agreed, Then Postponed

NEWSPAPER OWNERSHIP of broadcasting stations is tolerated but not necessarily accepted as wholesome or desirable under a policy tentatively adopted by the FCC last week. The action would not affect the some 280 existing newspaper-owned or affiliated stations, but would weigh against expansion of newspaper ownership in any phase of radio on the ground that it tends toward monopoly in public opinion.

A final vote on the FCC policy was planned last Thursday [when BROADCASTING went to press on holiday schedule]. The meeting, however, suddenly was postponed by Chairman James Lawrence Fly, after word of the impending action had "leaked" on Capitol Hill. No date or time was set, though it was expected the final meeting would be held promptly, with some possibility of modification.

There was great excitement in radio circles last Thursday when word went around that action was imminent. Reports were that because of the pressure, members of the Commission might alter their positions and decide to leave the policy status quo. This view was expressed in one responsible quarter in Congress, after conversations with FCC members.

Croven Dissents

Forced to take a position, one way or the other, by demands from Congress, the Commission held several meetings during the last fortnight. A special meeting of three members (Wakefield, Case and Durr) drafted the majority report, which, at the meeting Wednesday was modified substantially. Commissioner Craven, lone dissenter, opposed any policy which would create a distinction among classes of licensees, questioning the constitutionality of such action, and urging that the ball be passed to Congress.

Here is how the majority view (Fly, Case, Wakefield, Walker and Durr) lined up Thursday, subject to change:

1. Dismissal of orders No. 79 and 79-A, adopted in 1941, which would have banned outright newspaper ownership of stations.
2. Elimination of any "categorical rule" against newspaper ownership by adoption of the principle that "diversification of control" of various media of information is desirable.
3. Newspaper ownership would be considered an element, among others, in all future applications for stations, whether standard broadcasting, FM, television or facsimile.
4. The proposed action will be based on the hearings on newspaper ownership held from July 1941 until Feb. 1942, and recessed without formal closing of the record. It is presumed the record will be left open a short time—perhaps until mid-January, to allow certain exhibits to be produced. Possibly also oral arguments will be permitted so the proceedings cannot be attacked on the ground that full opportunity to be heard was not afforded.

List of stations owned by or affiliated with newspapers begins on Page 53.

Commissioner Craven, who was expected to dissent strongly from the majority ruling, consistently has held that the FCC is not authorized to discriminate between classes of licensees. Moreover, he has pointed out that banning of newspapers, directly or indirectly, from new fields such as FM, television and facsimile or even placing an additional burden of proof upon them, is in defiance of the fundamental concept of freedom of the press.

Continues Policy

Chairman Fly suddenly called off the full Commission meeting scheduled for 2:30 last Thursday without notice or explanation about 45 minutes prior to the time set. The report emanating from Capitol Hill, which brought a denial from Chairman Fly, was that the Commission had voted to oppose, as a matter of general policy, future expansion of newspapers in broadcasting. Unnamed members of Congress were quoted as having said that the decision put newspapers "on the spot" in seeking new licenses for standard, FM or facsimile broadcast-

(*Continued on Page 10*)

NEWSPAPER OWNERSHIP CONTROL HIGHLIGHTS

THE FCC on March 19, 1941 adopted Order No. 79 calling for an immediate investigation to determine policy on newspaper ownership of broadcast stations. On July 1, it adopted a supplemental order (79-A) broadening the scope of the inquiry, which got underway July 23, 1941.

El Paso Ruling

The controversy, however, had developed prior to that time. Government records show that newspapers were among the pioneers in broadcasting and that many newspaper business practices and policies played an important part in radio development. At the time of the order it appeared some 290 stations were identified with newspapers, through ownership, affiliation or working relationship. The number tapered off, however, through sales and consolidations.

The U. S. Court of Appeals for the District of Columbia in deciding the Tri-State Broadcasting Co. Inc. case against the FCC, on March 16, 1938, involving the application of the *El Paso Times* for a newspaper station in that city, said: "We know of no provision of statute or rule of law and are cited to none, which forbids broadcasting by the owners of a newspaper."

On Jan. 25, 1937, in response to an inquiry from Chairman Wheeler (D-Mont.), former General Counsel Hampson Gary of the FCC ruled in part:

"In my opinion, therefore, the Commission does not have the authority, under the existing law and in the absence of an expression of public policy on the subject by the Congress, to deny an application to a newspaper owner for radio facilities solely upon the ground that the granting of such an application would be against public policy." Mr. Gary, in response to a further inquiry whether legislation by Congress to divorce newspapers from station ownership would be constitutional, declared this "is not free from doubt" and stated the inquiry does not permit of a categorical answer. He expressed the opinion, however, that such legislation would be Constitutional.

In Suspense File

Coincident with the promulgation of the initial newspaper order practically all applications involving newspapers for both standard broadcast and FM stations were dispatched to the suspense file, though there were a number of exceptions which provoked allegations of favoritism.

In March 1941, upwards of 100 newspaper owned stations formed the Newspaper Radio Committee to combat proposed divorcement. Harold V. Hough of WBAP-KGKO Ft. Worth was elected chairman.

The FCC on Dec. 31, 1941 rejected a proposal of the Newspaper-Radio Committee that the investigation be suspended for the war's duration.

The U. S. Court of Appeals for the District of Columbia on Jan. 26, 1942 sustained the right of the FCC to subpena witnesses and conduct its newspaper ownership inquiry, but served notice it knew of nothing in the statute which would allow the Commission to discriminate against newspaper ownership.

Newspaper ownership hearing recessed Feb. 12, 1942 after seven months of intermittent hearings. Following recess the FCC did nothing about closing the record.

The question of delay repeatedly was raised in Congress, however, with the result that the Commission concluded, during the Senate Interstate Commerce Committee's hearings in December, to decide the vexatious issue before the end of 1943.

Into the Land of Bondage . . . . . .*An Editorial*

CORNERED by Congress, the FCC tentatively has decided "policy" on newspaper ownership in radio, though it hadn't formally announced it as this issue closed.

The ruling, as we understand it, spells "appeasement" in capital letters. But it nevertheless discriminates against a class of Americans who, by heritage, tradition and public service, are well qualified to participate in the development of radio—a projection of journalism.

A majority of the Commission apparently wanted to go all the way—a positive ban on newspaper ownership, not only in the standard field, but in FM, television, facsimile and other services destined to develop after the war. But the sentiment in Congress, and public opinion, was too strong for that, whatever the administration wish.

Tantamount to a Ban

So by a preliminary vote last Wednesday (subject to whatever changes the pressures may bring) the Commission held that diversification of ownership is desirable. Only Commissioner Craven stuck to his guns against such discrimination and defiance of Congress.

The ruling is designed to placate present newspaper licensees, because they won't be affected immediately. But when it frowns upon newspaper ownership in the future, ever so slightly, it is tantamount ultimately to a ban.

The radio law explicitly states that renewal applications must be considered on equal footing with applications for new facilities. What when license renewals come up? Every newspaper licensee would be vulnerable to loss of his facilities to a Johnny-Come-Lately non-newspaper applicant.

And what does such a policy mean as to those new services? If newspaper ownership (or diversification of control) is to be considered "an element" in the qualifications for license, then the competing applicant always has an advantage, perhaps just enough to win out when the decision is left to a majority which wanted to go beyond that point anyway.

It was about three years ago that the FCC declared against multiple ownership of stations in the same area. It didn't issue an order—just a proposed rule. Remember a few weeks ago, when the FCC revived that bewhiskered order and banned multiple ownership, without assigning a single reason? The order becomes effective June 1—unless things happen.

The same pattern fits into newspaper ownership. It is founded on the phoney premise that there is inherent in such ownership, control of public opinion. The record shows that practically everywhere keen competition prevails among newspapers and stations and among newspaper-owned stations and others. The record shows also that stations, however owned, don't editorialize or use their facilities as personal mouthpieces.

Broadcasters, whatever their ownership, shouldn't be deluded by the conciliatory attitude of the majority. Rather, they should mark well the view of Commissioner Craven. If the newspaper business is stigmatized, even only to the extent of being "an element", then why not any other kind of business?

Legislation Pending

Congress is considering new legislation, after having heard and witnessed actions that brand the FCC as perhaps the most ardent power-grabber in Government. There is nothing in the law that permits the FCC to discriminate among classes. The Senate Interstate Commerce Committee is familiar with the newspaper issue. The majority ruling in effect would cut off a group almost ideally equipped to participate in broadening radio's horizons for the public benefit.

This majority "policy" should be resisted just as vigorously as if it stated: "Newspaper ownership is outlawed at high noon next month".

There is but one answer. Congress must write into the law a specific injunction against adoption of any policy or procedure that permits the FCC, directly or indirectly, to create a class distinction among otherwise qualified broadcasters.

---

ing. The majority opinion, these members said, endorses diversification of control over various media of information and "infers that newspaper control of radio is a movement toward monopoly of the pipe lines of public opinion."

The new FCC policy would mean that newspaper applicants have "one strike on them" but are acceptable, all other things being equal. The fact is the Commission has adhered informally to such a policy for several years, but has not enunciated it.

FCC action was practically forced by pointed inquiries from both House and Senate members during the past few months. At the hearings last month before the Senate Interstate Commerce Committee on the White-Wheeler Bill, Commissioners Fly, Craven and Wakefield all testified that a ruling shortly would be forthcoming. Members of the Commitee had questioned the FCC's authority to decide the issue. Senator White (R-Me.) co-author of the White-Wheeler Bill (S-814) repeatedly has contended there is nothing in the law which gives the Commission authority to discriminate against newspaper ownership. The White-Wheeler Bill itself carries a proviso against such class distinctions.

Difficulties Encountered

The sequence of events last week indicated that the FCC was experiencing difficulties in drafting its new policy, because of the intense Congressional interest in it. Commissioner Wakefield, as chairman of the sub-committee, drafted the original. At the meeting last Wednesday afternoon the report was revised. Another meeting of the committee was held Thursday morning to whip the language into final shape, to be followed at 2:30 by the full commission meeting.

Then Chairman Fly suddenly called off the afternoon session which came following publication of the reports emanating from Capitol Hill that the FCC already had decided not to allow expansion of newspapers in radio. Chairman Fly promptly issued a denial, stating: "The Commission is continuing its study of this matter. It has taken no vote and has arrived at no conclusion." At the FCC it was then said that action would be forthcoming "later this week" but that was before Chairman Fly had postponed the meeting indefinitely.

The FCC Chairman visited President Roosevelt Dec. 20 for half an hour, but avoided any reference to the conversation. It was presumed then that the newspaper issue had been discussed, since the President has been intensely interested in the whole situation and generally is regarded as having been responsible for initiating the FCC action as early as 1938.

Members of Congress identified with radio legislation were disposed to withhold their comment last Thursday until they could see the precise wording of the majority opinion. The general attitude was that any discrimination against newspaper ownership, however worded or veiled, would be objectionable as a "foot in the door".

There appeared to be strong support for the position of Commissioner Craven on the ground that such a ruling would affect all modes of dissemination of information. Commissioner Craven had stated that if newspapers are banned from station ownership, it also would mean that a precedent would be established which might prevent motion picture companies from entering television and possibly standard broadcast stations from going into other radio fields.

As things stood last Thursday, it was expected that the formal policy decision determined would be forthcoming any time — perhaps over the week-end. Only a definite countermanding order from the White House, it was thought, would block the action.

Caldwell Reports Record High In Radio Homes, Despite War

THE LARGEST NUMBER of radio homes in history, despite tube and parts shortages which have reduced the total number of sets in operation, is reported in the annual statistical review prepared by O. H. Caldwell, editor of *Radio Retailing Today*, whose figures have for many years been accepted as the trade authority.

In reporting an estimate of 32,500,000 radio homes, Mr. Caldwell rounds off the 32,529,500 figure which the WPB Office of Civilian Requirements arrived at after a survey was made by the Bureau of the Census, U. S. Dept. of Commerce [BROADCASTING, Dec. 20, 1943].

That past estimates of the number of radio homes may have been ultra-conservative is suggested by the large numbers of sets manufactured in the period from 1939 to 1942. In the three years 1940-42, nearly 30 million sets were made, according to the Caldwell figures. Yet the estimated number of radio homes increased only 1,500,000 in the same period. If the OCR figure of 32,500,000 radio homes as of Dec. 1943, is accepted, the net gain in radio homes from 1940 would be approximately 3,500,000, which is not regarded as unreasonable in view of the number of new sets marketed during the period. The 1940 U. S. Census reported a count of 28,048,219 homes with

(*Continued on Page 48*)

Two Joining CBS

TWO Texas stations, KEYS Corpus Christi, and KGBS Harlingen, both of which signed affiliation contracts with CBS some months ago, were scheduled to start operations as special supplementary outlets to CBS Southwestern group about Jan. 1. Lines have not been available for either station. KEYS is operated by Nueces Broadcasting Co. on 1490 kc with 250 w, while KGBS is operated with 250 w on 1240 kc by Harbenito Broadcasting Co. Both operate fulltime.

LaRoche, Time Inc., Buy Shares in Blue

Carrying Out Plan Noble Sells To Woods, Kobak

FOLLOWING through "according to plan," Edward J. Noble, owner of the BLUE, last week announced sale of equal blocks of stock of the network to Time, Inc. and Chester J. LaRoche, pioneer advertising agency executive, along with undisclosed blocks to Mark Woods and Edgar Kobak, BLUE president and executive vice president, respectively. *Time* and Mr. LaRoche each acquired 12½% of Mr. Noble's interest, for a figure understood to be approximately $500,000 cash each.

Since only minority blocks have been disposed of and control of the stations owned by the network is in no wise affected, FCC approval of the transfers is not required. The Commission, however, must be notified.

Carries Out Plan

While Mr. Noble simultaneously announced that Messrs. Woods and Kobak, who are credited with the BLUE's meteoric development, have acquired interests as stockholders, he did not disclose the amounts. It was presumed, however, that the operating officials purchased equal amounts, probably out of the 100,000 shares of treasury stock of the American Broadcasting System Inc., Mr. Noble's holding company. Their combined acquisition, it was thought, would be in the neighborhood of 5%. The broadcaster-industrialist stated he had sold directly from his own holdings of 400,000 shares of ABS' 500,000 shares, the blocks purchased by *Time* and Mr. LaRoche.

When Mr. Noble acquired the BLUE last October from RCA for $8,000,000 cash, following FCC approval, he announced his intention of inviting management and possibly other interests to participate. He retains substantial control of ABS, which he said he intended to hold for "an indefinite period." Later, he declared, he intends to invite participation of other management officials of the network, affiliated stations and ultimately, the public.

Time and its sister publications, *Life* and *Fortune*, long have been interested in acquiring ownership in radio. With its farflung repertorial organization, domestic and abroad, it is expected to contribute substantially to BLUE's spot news and documentary coverage. Roy E. Larsen, president of Time Inc. and Mr. LaRoche have been elected to the BLUE board of nine.

Mr. LaRoche, an outstanding figure in advertising and now serving as chairman of the War Advertising Council, has sold his interests in Young & Rubicam, of which he has been chairman of the board. He becomes chairman of the BLUE's executive committee, but his duties "will be adjusted for the duration," Mr. Noble said, to accommodate his Washington war work. Mr. LaRoche has been ill for several weeks, having suffered a severe influenza attack.

ABS Borrowed Funds

While no statement was forthcoming from any of the participants, it was logically deduced that Mr. Noble disposed of 25% of his own holdings to Time Inc. and Mr. LaRoche, or 100,000 shares at $1,000 per share, or a total of $1,000,000. Last August, when Mr. Noble filed with the FCC his application for purchase of the network, he brought out that he personally would acquire 400,000 shares of the holding company's stock for $4,000,000, and that the remaining $4,000,000 of the cash purchase price would be borrowed from a syndicate of New York banks for four years at 2% interest per annum.

Mr. Noble did not disclose his plans as to the ultimate disposition of the 100,000 shares in the ABS treasury. It was expected, however, that this was being held in reserve for operating officers of the company, and possibly for affiliates.

ABS, rather than the BLUE, borrowed the $4,000,000 from the New York banks. Thus, the investments by the new stockholders in ABS appear to be on the same terms as Mr. Noble's own investment. The price of the stock to the magazine publishers, Mr. LaRoche, and the network officials, was the same, per share.

Mr. LaRoche is a long-time friend of the Life-Saver-BLUE executive. Several weeks ago he had made inquiries about radio and its potentialities, and reports were heard in radio circles that he might participate in the BLUE ownership.

Questions promptly were raised whether *Time's* identity with the BLUE would in any wise be affected by the FCC's policy on newspaper ownership. The Commission, in its new policy, considers this "an element". It was doubted, however, whether an issue would be raised, since the FCC's regulations do not require approval of minority transfers.

Time's first direct acquisition of radio stock took place in August, 1942, when the publishers made arrangements with WQXR New York, to collaborate in "experimental radio programming and broadcasting." Then *Time* acquired 1,000 shares of preferred stock in the Interstate Broadcasting Corp., which operates WQXR, and two *Time* representatives were named to the IBC board of directors.

Testing on WQXR

A Time, Inc. executive said the acquisition of interest in the BLUE should not affect the WQXR interest, since in neither case will the publication hold control. BLUE owns WJZ, New York key. The multiple - ownership regulation, slated to become effective June 1, is broadly written, and has not yet been interpreted.

Well known in the advertising field, particularly radio advertising, Mr. LaRoche was with Young & Rubicam, from 1926 until 1942, when he resigned as chairman of the board of the agency to join the War Advertising Council. In August, 1943, he resigned all interest in Y&R to devote full time to his work at the Council.

In discussing the BLUE interest purchased by *Time*, Mr. Noble mentioned the *March of Time* series sponsored by *Time* on NBC, as well as "the several programs now on the air" developed by *Time's* own radio department. He pointed out "the noteworthy coverage of campaigns in all principal theatres" by war correspondents of *Time* and *Life*, and expressed the opinion that in the post-war period "*Time's* staffs will be enlarged and new offices opened so as to cover all key listening posts during our world campaign for winning the peace."

War Coverage

From this observation it is thought probable that war coverage by *Time* and *Life* foreign correspondents will be made available to the BLUE.

Mr. LaRoche takes over the newly created position of chairman of the executive committee, which shortly will be organized. Mr. Noble remains as chairman of the board, and all other operating positions remain undisturbed. Mr. Larsen will serve as a member of the board and presumably as an advisor.

With the election of Messrs. Larsen and LaRoche to the BLUE board, it now has a total of nine members. Others are Messrs. Noble, Woods and Kobak, Earl E. Anderson, BLUE vice-president, C. Nicholas Priaulx, BLUE treasurer, Franklin S. M. Wood, Mr. Noble's attorney, and Harold V. Hough,

(*Continued on page 50*)

Text of Noble Statement on Sale of Blue Stock . . . . .

FOLLOWING is the full text of the statement by Edward J. Noble, owner of the Blue Network Co., issued last Tuesday on sale of 25% of his stock to Time Inc., and Chester J. LaRoche, along with undisclosed amounts to Mark Woods and Edgar Kobak, BLUE president and executive vice-president, respectively:

"The publishers of *Time*, *Life* and *Fortune* have purchased directly from me 12½% of the outstanding shares of American Broadcasting System Inc., which company owns all the stock of BLUE Network Co. Inc. I am happy to bring into association with me this public service enterprise, Time Inc., whose progressive policies have won such outstanding success. Mr. Roy E. Larsen, president of Time Inc., has been elected a member of the board of directors of the BLUE Network Co. Inc.

"The publishers of *Time* and *Life* originated the radio feature, *March of Time*, and have developed in their own radio department several programs now on the air. I am confident they will make a major contribution to the BLUE'S programs. News — action news from the battle fronts—is today of prime importance. Tomorrow we will be equally concerned with what people in many countries are thinking and saying. War correspondents of *Time* and *Life* have given noteworthy coverage to campaigns in all principal theatres. Looking to the postwar period, *Time's* staffs will be enlarged and new offices opened so as to cover all key listening posts during our world campaign for winning the peace.

Mr. LaROCHE

LaRoche Part Owner

"I also take pleasure in announcing that Mr. Chester J. LaRoche will join me in ownership of the BLUE Network through the purchase of 12½% of the shares of American Broadcasting System Inc. and in the management by becoming a director and

(*Continued on page 50*)

Revised Version of Radio Act May Reach Senate in Fortnight

White, Wheeler in Conferences to Revamp Bill; Executive Session Slated for Next Week

By BILL BAILEY

REMEDIAL legislation defining the scope of the FCC's jurisdiction over broadcasting is expected to be ready for Senate debate within a fortnight. That word came last week as Senators Burton K. Wheeler (D-Mont.) and Wallace H. White (R-Me.) began a series of conferences to whip together a revised version of their bill (S-814) to revamp the Communications Act.

Those conferences were being held to permit the co-authors to get together on any differences and come up with a revised bill, ready for Committee consideration when the second session of the 78th Congress convenes next Monday (Jan. 10). It became evident as hearings progressed before the Senate Interstate Commerce Committee, of which Sen. Wheeler is chairman and Sen. White is ranking minority member, that the co-authors held slightly divergent views regarding certain provisions of the measure.

To Call Committee

Sen. Wheeler indicated that he wanted to delve into all phases of the proposed legislation, some of which has been recommended by the Federal Communications Bar Assn. and the NAB, with his colleague before the second session begins. In a statement last week Chairman Wheeler indicated he hoped to have a new bill whipped into shape by mid-January. He plans to call the Committee into executive session early next week to begin consideration of the legislation. The record was formally closed last week.

When committeemen sit down to sift the evidence presented by 36 witnesses during 28 days hearing they will have before them in addition to the hearing record supplemental statements from the FCC, NBC, CBS and NAB. Suggestions offered by broadcasters during the hearings, as well as some of those tendered by FCC Chairman James Lawrence Fly, were certain to be given consideration.

One of the chief remedial measures likely to be written into the proposed law will embrace interpretation by Congress itself on the intent of the phrase "public interest, convenience and necessity." It was brought out during the hearings by Senator White that when the radio portion of the present Communications Act was written in 1927 the lawmakers knew "a little about radio but there was an awful lot we didn't know."

The May 10 Supreme Court decision by Mr. Justice Felix Frankfurter has been interpreted by broadcasters as a whole as giving the FCC supervision over programs. The best legal minds in radio have seen in the Frankfurter decision which gave the FCC supervision over "the composition of that traffic" a new era of Government control of broadcasting through the Commission. Chairman Fly however consumed nine pages of written statement plus verbal interpolations to convince the Senate Committee that those "five little words" were "lifted from their context" by the "big networks and the NAB." Mr. Fly interpreted the decision as giving the FCC supervision only over frequency allocations and not programs.

That the Committee as a whole was not greatly impressed by Mr. Fly's interpretation was indicated by direct questioning during his last-hour testimony. Senator McFarland (D-Ariz.) took issue with Chairman Wheeler when the Montanan agreed with Mr. Fly that the NAB interpretation was wrong, in view of the present Communications Act which specifically forbids censorship over programs.

Sen. White said last week that he was "not much impressed by the Commission's interpretation" of the decision. His feelings were shared by several other Committee members.

'Equal' Opportunity

Another question to be ironed out between the co-authors before the White-Wheeler Bill reaches Committee for consideration is the "equal opportunity" clause. Throughout the hearings Sen. Wheeler insisted that he planned to write into the law a proviso making it mandatory on the part of a sponsor, commentator or network to give equal time to any individual "attacked" by a commentator.

Sen. White last week expressed the view that broadcasters themselves could work out a far more feasible solution than such a provision in the law would provide. He said he saw compulsory legislation "an endless cycle of political speeches."

"That is a touchy subject," he asserted. "I think the solution lies in the plan of identification. If a man goes on the air as a commentator and expresses his opinions or those of his sponsor he should be so identified. I do not believe that comments, reflecting the views of the commentator or his sponsor, should be broadcast under the title of news reporting.

"I do feel, however, that the question of equal opportunity is charged with complexities and I can see where it would lead to disastrous results if we attempted to write a flat provision into the law. That is a question which needs careful consideration."

Since the hearings concluded Dec. 16, Sen. Wheeler also has expressed some concern as to how a law might be written without creating confusion although he has steadfastly stood by his assertion that "we've got to do something" to afford equal opportunities to public officials who might be "attacked" by commentators.

President Neville Miller of the NAB said last Wednesday that when the Senate Committee meets in executive session next week the NAB's suggestions, supplementing testimony before the Committee, will be ready for consideration. Mr. Miller was asked by Chairman Wheeler to submit certain suggestions for legislation in writing in addition to Mr. Miller's prepared statement.

CBS already has filed a supplemental statement with the Committee [BROADCASTING Dec. 27] and NBC is expected to have its follow-up suggestions in the Committee's hands in time for consideration in executive session. The FCC is understood to have filed several supplemental statements since Mr. Fly concluded his testimony three weeks ago.

Joseph Pierson, president, and general manager of Press Wireless Inc., also filed a supplementary statement with the Committee protesting Chairman Fly's final testimony regarding his organization.

FAVORITE NUMBER of Johnny Gillin, president and general manager of WOW Omaha, is carried on his auto license plate for 1944. Because WOW is 590 on the dial, Gillin is issued that number for his car every year.

UNRATIONED JOY beams forth from these gentlemen of the American Meat Institute, the network and agency, who have just contracted for *The Life of Reilly*. The Chicago organization sponsors the BLUE program to go on 155 stations, beginning Jan. 15, 4-4:30 p.m. Gazing at the document are (l to r): Leo Burnett, head of the Chicago agency handling the account; Joe Hartenbower, BLUE salesman; William Kinnard, Meat Institute advertising director; James L. Stirton, BLUE Central Division program manager; Frank Ferrin, radio director of Burnett; Wesley Hardenbergh, president, Meat Institute; Norman LeVally, Burnett account executive. At right is Norman Draper, Institute's publicity director.

Bethlehem on Blue

BETHLEHEM STEEL Co., Bethlehem, Pa., which has been reported interested in a half-hour institutional network show for some time, last Friday sponsored a one-time program on the full BLUE network 1:30-2 p.m. as a yearend dedication ceremony to the war effort. More than 300,000 Bethlehem Steel workers heard a speech by E. G. Grace, president of the company, as he summed up 1943 and commented on the coming year. Music was by Paul Whiteman's orchestra with Richard Crooks and Lucy Monroe. Bethlehem agency is Jones & Brakeley, New York.

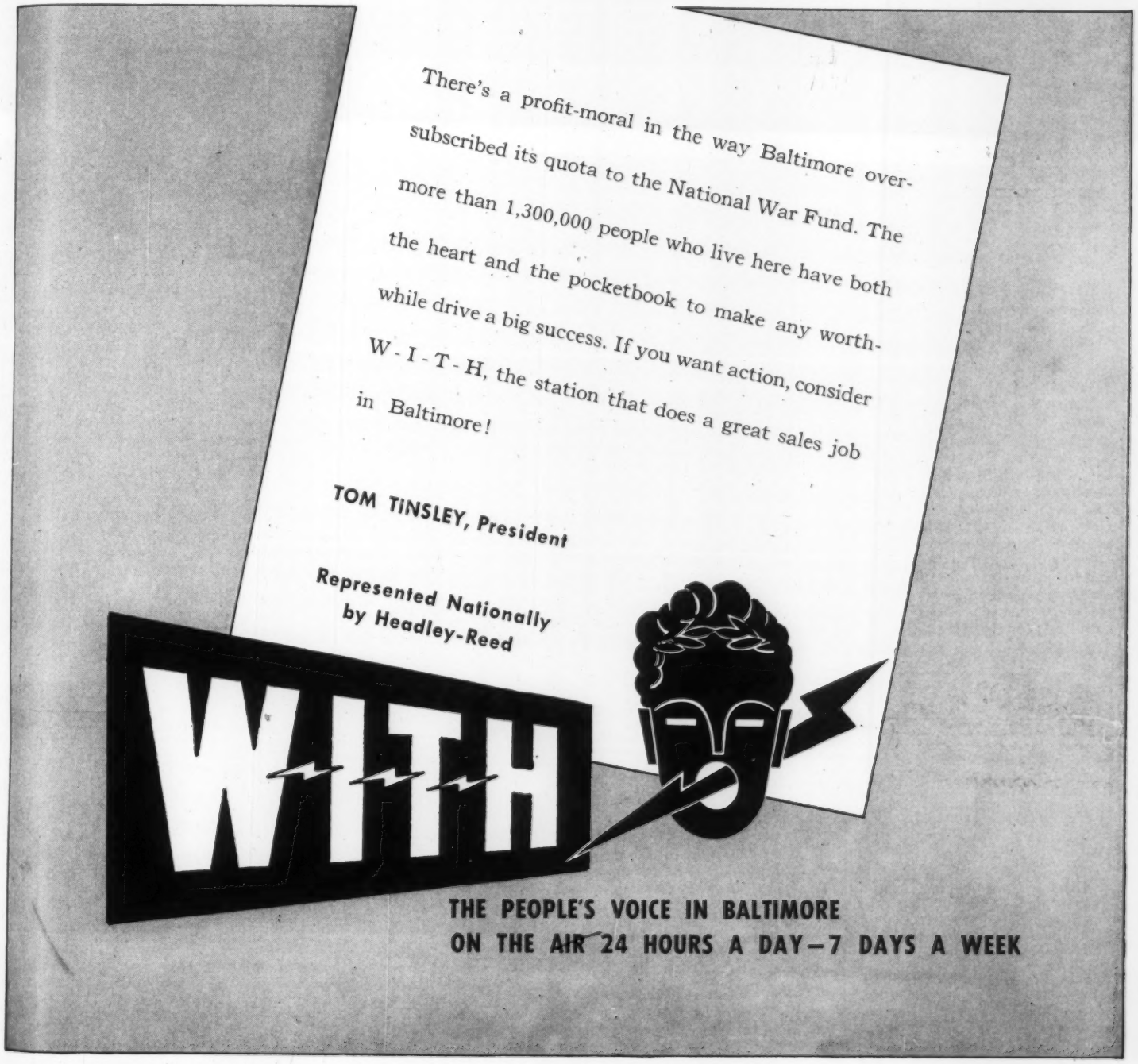
Groom to S & M

WILLIAM S. GROOM, for 15 years general manager and operating chairman of the board of the Thompson-Koch Co., New York, until his retirement last October, joined Sherman & Marquette, Chicago, Jan. 1 as chairman of the board. Groom for 10 years was manager of the Cincinnati office of J. Walter Thompson Co. before becoming associated with Thompson-Koch.

Hunt on Coast

HUNT PACKING Co., San Francisco (canned food products), new to radio, on Jan. 2 started a weekly half-hour program on 34 Don Lee Pacific stations, Sunday, 8-8:30 p.m. (PWT). Contract is for 13 weeks. Agency is Garfield & Guild Adv., San Francisco.

OVER-SUBSCRIBED!


There's a profit-moral in the way Baltimore over-subscribed its quota to the National War Fund. The more than 1,300,000 people who live here have both the heart and the pocketbook to make any worth-while drive a big success. If you want action, consider W-I-T-H, the station that does a great sales job in Baltimore!
TOM TINSLEY, President
Represented Nationally by Headley-Reed
WITH
THE PEOPLE'S VOICE IN BALTIMORE
ON THE AIR 24 HOURS A DAY—7 DAYS A WEEK

Net Daytime Audience Up 6% Since Sept., Hooper Reports

Non-Serial Shows Jump From 6½ Hours in January To 22¾ Hours in December; Sets-in-Use Higher

THE AVERAGE daytime audience for network programs, whether of the serial or non-serial type, reached an all-time high during 1943 according to a yearend review of daytime radio listening by C. E. Hooper Inc. This average daytime audience is over 6% larger since September, 1943, than for the same period in 1942, these new listeners attracted chiefly by the large increase in miscellaneous daytime programming.

Although the volume of daytime serial dramas has held constant at about 50 hours per week for 16 months, there has been a rapid rise in the volume of non-serial programs from 6½ hours broadcast during weekdays in January to the December figure of 22¾ hours weekly. As a result the current proportion of sponsored network non-serial programs is over 30% of the total, a proportion "not previously approached in our records," the Hooper survey points out.

Serial Audience

The share of the audience to daytime serial dramas was the highest in four years during the first seven months of 1943, although it has been below the high levels of 1942 in the past five months. Other high-points in the review are: average ratings in 1943 have been consistently higher than 1941, equal to or higher than 1942 since May of that year; sets-in-use during daytime weekday hours has been above 1942 levels in each 1943 month from July on, this additional listening being absorbed by programs other than daytime serial dramas; and the average rating for daytime serial dramas for October, November and December, 1943, is practically the same as in 1942.

Following up this last fact the review stresses the effect of gas rationing from May 1942 on, as substantially increasing the number of people at home daytimes, consequently the available audience for daytime programs of all types. The effect of other factors became apparent by 1943 when the armed services and employment in war industries was draining persons from the home, resulting in new audience "lows" for a four-year period being established in 10 out of the 12 months of 1943.

New Listeners

Answering the query "How efficient is current daytime programming in 'recruiting' listeners?" and basing the reply on measurements from 125,000 nationally scattered homes, the Hooper review says that in November, 1941, the percentage of daytime sets-in-use in homes where someone was at home was 20.9. In November, 1942, the figure was 21.4. In November, 1943, it was 22.0, and in December, 1943, radio's daytime "recruiting" of listenings reached the highest figure on record, 22.1.

Small World Dept.

COINCIDENCES come to radio men! Norman Goldman, former business manager of BROADCASTING, now with Squadron 14, at O.C.S. in Miami Beach, writes to tell of one that happened to him. He took one look at his new roommate and said, "I know you, you're Harold Dewing. Weren't you president of WCBS Springfield, Ill.?" The O/C denied it, but confessed he was his twin brother, Don—10 minutes younger than Harold. Roommate No. 2 is O/C H. Spence, former advertising director of Wabash Appliance Corp., New York.

Date Kept

WASHINGTON'S crippled transportation Christmas Day, resulting from ice-covered streets, did not prevent Capt. Stanton W. Salisbury, acting director of the Chaplain's Corps of the Navy, from keeping a radio date. Scheduled to participate in RCA's *What's New* on the BLUE, he started from his home five miles away. Unable to catch a bus or a taxi, he walked Washington's slippery streets, arriving at 7:48 p. m., took the air at 7:51 without having rehearsed his script and hit it on the nose. He had been due at the studio at 6:30 for rehearsal.

TELEVISION OUTLET IS SOUGHT BY KOB

FIRST application for construction of a new experimental television station in the Rockies and surrounding territory was filed by KQB, operated by the Albuquerque Broadcasting Co. Even if the application is approved, the station probably will not be constructed until after the war, because of the equipment shortage.

The company operating KOB plans to install several "standardized" receiving sets in Albuquerque. KOB will stress experimental telecasting of local events, such as football games, etc., in addition to using film. A new television library in the east is to supply the films.

PROBE MAY CALL J. EDGAR HOOVER

J. EDGAR HOOVER, FBI director, may be the first witness when hearings are resumed about Jan. 17, by the House Select Committee to investigate the FCC, according to Eugene L. Garey, General Counsel of the Committee.

In Washington last week from his New York home after a brief holiday, Mr. Garey indicated the Committee probably would seek to develop testimony in connection with purported refusal of the FCC to turn over to the FBI fingerprints of amateur and commercial radio operators procured by the Commission beginning in 1940. Testimony before the Committee last month [BROADCASTING, Dec. 20] was to the effect that after the fingerprints finally were turned over to the FBI, it was discovered that several thousand had criminal records, mostly for misdemeanors.

Read into the record was correspondence between the FCC and several labor organizations regarding transfer of the fingerprint files of union members to the FBI. The unions, it was contended, protested but, at the instance of the Department of Justice, the fingerprints were turned over to the FBI in June 1942.

Upon resumption of the hearings, it is expected that the FCC will begin its rebuttal of testimony adduced since the hearings began before the House Committee last summer.

Clapper on Tour

RAYMOND CLAPPER, Mutual commentator, left for Honolulu and the Pacific battlefronts after his Dec. 27 broadcast from San Francisco. After several broadcasts from Honolulu, his regular Monday and Thursday spot for White Owl Cigars will probably be taken over by Royal Arch Gunnison, who started a sustaining series on Mutual in December.

Feed Spots Pending

DR. SALSBURY'S LABS., Charles City, Ia. (livestock and poultry feeds, minerals) plans one minute electrical transcriptions on 75 stations during February, March, and continuing through the Spring months. Agency is N. A. Winter Adv. Agency, Des Moines.

A FILM HISTORY OF RADIO

Westinghouse Production, 'On the Air' Has Premiere at New York Luncheon

A NEW MOTION picture, "On the Air," will be premiered at the Radio Executives Club Luncheon Jan. 6, in Hotel Shelton, New York.

Produced by Paramount Pictures for Westinghouse Radio Stations Inc., the 28-minute film-history of broadcasting includes a short explanation of the technical side of station operation.

Walter Evans, Westinghouse vice-president, will address the gathering. In charge of all Westinghouse radio manufacturing and broadcasting activities, Mr. Evans' background and achievements in radio make him one of the industry's oustanding figures. He will be introduced by Lee B. Wailes, general manager of Westinghouse Radio Stations Inc. The film with narration and musical background for the 340 separate scenes, has been primarily prepared for exhibition in the nation's schools and other public relations uses. School distribution is estimated to ultimately total 75,000 showings to generate further goodwill for the American system of broadcasting.

Some educators who have previewed the trial prints remarked at the great amount of entertainment packed into an educational film but agreed that radio as a subject provides enlightening entertainment. One light touch in the film is provided in a sound effects sequence. Due to the wealth of photos and historical information found in the Westinghouse files and archives the recreated scenes of the early days preceding the establishment of KDKA, and including Dr. Conrad's laboratory, reach high degrees of authenticity.

SWIFT SALES meeting broadcast on a closed circuit recently, reaching more than 3,000 company salesmen and employes gathered in 127 BLUE studios all over the country. Participating were (l to r): John Holmes, Swift & Co. president; J. W. Crafton, assistant to O. E. Jones, vice-president in charge of sales; J. A. Revelle, head of the general plant sales dept.; and R. H. Gifford, head of the branch house sales department.

YOU MEAN YA AIN'T HEERD TELL OF THE 1944 KOA GOLD RUSH ?

WELL, speakin' as an old-time KOA Advertiser, I'd jest like to advise you young fellers what yer missin'! Why, the very fust time I staked my claim I git five bags of solid gold right out of KOA's coverage area. Yessir... glittering bags of seven state *Coverage,* 50,000 Watt *Power,* top NBC *Programs,* *69% *Listener Loyalty,* and ‡68.8% *Dealer Preference.* I knew then that I'd found myself a gold mine ...that *always* produces big results.

Yessir, an even bigger strike than Gregory's, back in '58 when the second Colorado gold rush started.

Few Stations In the Nation Can Equal KOA's Dominance

Now, it's a fact that once the magic word "gold" gits 'round, there's a heap of people eager to get at it, so you'd better git goin'. There's still plenty of pay-dirt in this KOA gold mine.

Hop on the KOA 'covered wagon' and join these '44ers *now!* Their motto: "Time on KOA or Bust!"

50,000 WATTS · 850 KC.
KOA
First in Denver

* *NBC Tale of 412 Cities*
‡ *Ross Federal Survey*

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

The Blue Booms

TO EVERYBODY ON

You say that 21 guns is the tops in artillery salutes?

Sure, we know that, but even the top salute is not big enough to express the way we feel about everybody on the program end of radio.

So, with our usual exuberance, we are topping the top with a 26-gun salute. Here goes—

A—To all Announcers, Actors, Actresses, Advertisers and Agencies on all four national networks and independent stations

B—To all Ballad singers and all the Boys and Babes on the "Breakfast" programs

C—To all Comedians and Comediennes and Commentators and Composers

D—To all Directors and Daytime Drama heroines

E—To all Editors of Radio Columns and all Executives in Program Departments throughout the land. Engineers too

F—To all Flute players (Gee, if only "Flat Foot Floogee with a Floy-Floy" were still in vogue!)

G—To all Gag writers and all Guest stars appearing in all programs

H—To all Hep-cat musicians and singers

I—To all Independent program producers

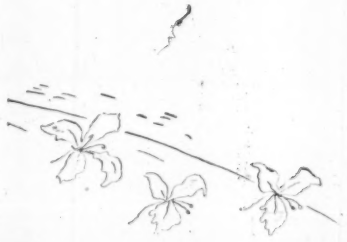
J—To all Jazz musicians (sweet and hot) and all Juvenile lead players

K—To all Kids in "Kid Shows" and to the Kibitzers and the Korn Kobblers and all others who spell it with a "K"

L—To all Leading men and Leading ladies in the serious dramas

M—To all Masters and Mistresses of Ceremony

N—To all Narrators and all the Names of the Name Bands



Out a 26-Gun Salute

THE PROGRAM END OF RADIO

O—To all Organ players and all "Off-stage" voices. Also the OWI

P—To all Production men and Assistant Production men

Q—To all Quiz shows and all Quiz masters and all Quiz Kids and Quartets and Quintets (and all people in a Quandary)

R—To all Radio dramatists and Radio Review writers

S—To all Sponsors, Symphony Orchestras, Sound Effects Men and Sports Commentators

T—To all Trombone players

U—To U and U and U and U—all of U (also to the Unions)

V—To all Vocalists and all "Voice 1—Voice 2" players

W—To all Writers of program presentations who help salesmen sell programs that entertain the listeners

X—To all Xylophone players

Y—To all Yodelers

Z—To all Zither players (we are not sure that there are Zither players on the air—but we don't want to miss anybody)

To all You People on the Program Side of Radio, we of The Blue Network want to pay this sincere tribute. Yours are the hearts and the hands—the work and the voices—the devotion and the integrity—which go to make all the programs on all the networks and stations—the programs which are doing so much to entertain and instruct America—and which have contributed so much to what America is and to the fight to keep America that way.

We salute you.

The Blue Network

DETROIT PUBLIC LIBRARY

PROMOTED BY RCA, NBC

Mr. Heath *Mr. Hammond* *Mr. Dunlap*

Heath, Dunlap, and Hammond Assume New Executive Positions With RCA, NBC

THREE executives named by NBC and RCA over Christmas weekend to take over new positions, one administrative and two in the promotion-publicity line, are Horton Heath, who has been named assistant to Frank E. Mullen, vice-president and general manager of NBC; Orrin E. Dunlap Jr., who will succeed Mr. Heath as director of advertising and publicity of RCA, and Charles P. Hammond, named successor to Charles B. Brown, former director of advertising and promotion of NBC [BROADCASTING, Dec. 27].

Mr. Heath, a native Chicagoan and a graduate of Harvard, served in World War I as a first lieutenant in the Field Artillery. After a short time with the Larkin Co., Buffalo mail order house, Mr. Heath came to New York in 1922 with the Harry C. Michaels Adv. Agency, later reorganized as Michaels and Heath, and subsequently merged with United Adv. Agency. In 1935, he joined the editorial staff of *The New Yorker* magazine, and in 1936 he came to RCA as assistant manager of the department of information. Three years later, Mr. Heath became manager of that department, and in 1940 was named director of advertising and publicity. The father of a daughter and a son in the Army Air Force, Mr. Heath lives in Scarsdale, N. Y.

Dunlap With Marconi Co.

Orrin Dunlap's association with radio dates from 1912 when he built an amateur wireless station at Niagara Falls, N. Y. In 1917, he was chief operator of the Marconi Wireless Telegraph Co. aboard the *S.S. Octorora*, and during the war served as a Naval radio operator at the Naval radio station NBD Otter Cliffs, Me.

Graduating from Colgate U. in 1920, Mr. Dunlap specialized in advertising and marketing at the Harvard Graduate School of Business, later joining the Hanff-Metzger Adv. Agency. In 1922 he was invited by Carr V. VanAnda, managing editor of *The New York Times*, to organize a radio section, a position Mr. Dunlap took as radio editor and held for 18 years. Author of nine books on radio, including two on advertising, Mr. Dunlap's latest work is a collective biography "Radio's 100 Men of Science," to be published in 1944 by Harper & Brothers. One of the early members of the American Radio Relay League, Mr. Dunlap has also been a member of the Veteran Wireless Operators' Assn. and of the Institute of Radio Engineers.

Before joining NBC on Jan. 1, 1943 as administrative assistant to Mr. Brown, Charles Hammond was assistant to the research and promotion director of the Bureau of Advertising of the American Newspaper Publishers' Assn., and prior to that had been promotion manager for the Bureau. A graduate of Cornell, Mr. Hammond was associated successively with the editorial staffs of the *New York World*, *New York Post*, and *Literary Digest*, before going to the Bureau of Advertising.

Avid Listener

WHEN John Watkins, announcer of WCKY Cincinnati, starts his *Soldier's Serenade* program at 5:30 each morning he can be sure that a faithful listener in Young's Point, S. C., is hearing him. In 1938, when Watkins left WCSC Charleston, S. C., for his present position, Mrs. Emily Jenkins, the admirer, bought herself a radio that would bring in his program. She has never missed one of his broadcasts. Watkins has received an average of five letters a week from Mrs. Jenkins during the last five years and at Christmas as well as other holidays he is sure to find a gift from his loyal Carolina listener.

Hassenstein Places

HASSENSTEIN Co., Los Angeles (*Movie Wave*, home permanent wave kit) on Jan. 3 starts for 13 weeks, a schedule of one to four daily five-minute live programs on stations nationally. With others to be added, list includes WTOL KTRB KHUB KVI KFOX KDON KSRO and Intermountain Network (KLO KOVO KUEB). Daily spot announcements will be utilized on KPRO KFVD with two participations per night on KNX. Firm starts a total of 3½ hours of recorded music per week on KRKD, with 2 hours weekly on XEMO, Tia Juana, Mex.

NEW HIRES SERIES TO START ON BLUE

CHARLES E. HIRES Co., Philadelphia, producers of Hires R-J Root Beer, Household extracts, and "Purock" Water, has appointed N. W. Ayer & Son, New York, to handle its radio advertising, and will make its network debut as sponsor of the Horace Heidt orchestra on the BLUE Jan. 24.

Hires will continue to place newspaper and magazine advertising through Sheldon, Quick & McElroy, New York, formerly O'Dea, Sheldon, & Canaday, which handled a spot radio campaign back in 1939, and another in the late summer of 1943 for Root Beer.

The Horace Heidt show, which moves over the BLUE from NBC where it has been sponsored by Lewis-Howe Co., St. Louis, will be heard on 134 BLUE stations, 7-7:30 p. m., with a repeat at 10:30 p. m. (EWT). Max Wylie, of the Ayer radio department, will head shortly for the West Coast to set up the show, which will originate there. Wauhilla La Hay, publicity director, will also leave the New York office early this month to handle publicity for the opening. Lewis Howe is replacing the dance music program with *A Date With Judy* on NBC.

Freed - Eisemann Drive To Include Broadcasting

RADIO and other media will be used early this year by Freed-Eisemann Co., New York, radio set manufacturer, in a campaign to urge builders and architects to make adequate provision at the time of construction for radio, television and FM installations in post-war homes.

According to Arthur Freed, vice-president and general manager of the company, modern apartment buildings and newly-constructed houses have no provisions for the complicated antenna requirements of post-war developments in the radio industry. Lawrence Fertig & Co., New York, is agency.

Campbell Change

WEEKLY half-hour CBS *Jack Carson Show*, sponsored by Campbell Soup Co., is undergoing a change in comedy format, with Henry Taylor and Harvey Goode given the writing assignment. Bert Prager, of Foote, Cone & Belding, agency servicing the account, will handle production for several weeks. Ted Wick is associate producer.

Luft Co. Expands So. America Drive

Extensive Radio Schedule Is Placed in Several Nations

LARGEST export advertising campaign in its history is being released this month in Latin America by George W. Luft Co., New York, for Tangee Lipstick and other beauty products, according to Export Adv., New York, agency in charge. Radio schedule is more extensive than before and involves a change in program format bearing out the statement that advertising ties in closely with the policies of the Coordinator of Inter-American Affairs.

Native Talent

Original program sponsored by Luft and titled *Habla Hollywood*, featuring news of America's film capital and its personalities, has been revised to cover the Argentinian and Mexican film industries as well, in recognition of the growing importance of productions made in these countries. Highlighting the film world in a program of news, drama and music, the Luft programs will be live and will feature Latin American talent such as Agustin Lara, Mexican singer of popular tunes, and Adolfo Aviles, movie reporter, of Argentina.

The programs varying in length from a quarter-hour to a half-hour will be heard thrice weekly on a total of 38 stations, including network hook-ups in Argentina (radio El Mundo) and in Cuba.

Initial radio campaign in southern countries for Tangee started in the spring of 1942, and expanded a year ago to 19 stations for the thrice weekly quarter-hour program *Habla Hollywood*. The 1944 campaign will include the use of over 140 daily newspapers, weekly rotogravure sections and magazines.

Old Golds Shift

BROADENING and shifting formula of its weekly half-hour CBS musical-variety program, *Everybody's Inn*, to comedy format, P. Lorillard Co. (Old Gold cigarettes), with Jan. 15 broadcast adds Monty Woolley, radio-film comedian, as star of series. Maury Holland and Ed Ettinger, producer and writer, respectively, of J. Walter Thompson Co., continue. Film stars will be used in guest spots during program's Hollywood origination throughout January.

Cooper Plans

COOPER & COOPER Inc., Brooklyn, manufacturers of Cooper Razor Blades, is now handled by Casanave & Pearson Inc., New York. Firm is now using WQXR New York, but may expand, depending in part on available supplies of steel.

CBS has reprinted in booklet form the text of a talk—"Free Speech Means Responsible Speech"—given by Paul W. Kesten, executive vice-president, before the Radio Executives Club, New York, Nov. 4.

Denver Delivers

Vital Metals

● From the rich mineral veins of Colorado is pouring a record flow of vital metals into the fighting heart of America.

Steel - toughening molybdenum, tungsten, and vanadium . . . zinc, lead, and copper . . . iron and a dozen other war-vital metals are some of the strategic materials being produced in what was once the nation's summer playground.

The manifold increase of employment and production in Colorado's mining industry, along with similar increases in manufacturing and agriculture, has made money plentiful and upped retail buying to all-time high levels.

KLZ

Delivers the

DENVER MARKET

CBS • 560 Kc.

Affiliated in Management With The Oklahoma Publishing Co. and WKY, Oklahoma City • Represented by The Katz Agency, Inc.

LARGEST MOLYBDENUM MINE IN THE WORLD is located at Climax, Colorado. This state ranks first in the U. S. and the U. S. ranks first in the world in the production of this rare metal essential in the manufacture of armor plate.

Denver Delivers Sales

Denver business ended the best year in its history with a burst of activity with sales far ahead of 1942, according to the Dun & Bradstreet review of trade. Denver delivered sales in 1943 . . . Denver will deliver in '44.

WBS means W

DUKE ELLINGTON

DOROTHY KIRSTEN

WOODY HERMAN

JIMMY DORSEY

WBS

GLEN GRAY

KENNY BAKER

ANDREWS SISTERS

HARRY HORLICK

DICK HAYMES

WITH 300 OTHERS

INCLUDING

SIMON BARER
RAY BLOCH
RAY BLOCH SWING FOURTEEN
MISCHA BORR
LES BROWN
BOB CHESTER
COOLIDGE STRING QUARTET
DON COSSACKS CHOIR
JESSE CRAWFORD
BOB CROSBY

DELTA RHYTHM BOYS
ART DICKSON
JOAN EDWARDS
FRAY & BRAGGIOTTI
RALPH GINSBURGH
VICENTE GOMEZ
BOB HANNON
HARRY JAMES
JOHN KIRBY
CAPTAIN EUGENE LA BARRE

JOHNNY LONG
FRANK LUTHER
MACHITO AND HIS AFRO CUBANS
FRANKIE MASTERS
HAL McINTYRE
LANI McINTYRE
MORLEY & GEARHART
HELEN O'CONNELL
RAY SINATRA

ETHEL SMITH TRIO
THE SONG SPINNERS
CHARLIE SPIVAK
THE SPORTSMEN GLEE CLUB
CLAUDE THORNHILL
THE THREE SUNS
JIMMY WAKELY
JERRY WALD
LAWRENCE WELK
VICTOR YOUNG

WORLD'S BIGGEST STARS

The key to radio success is Talent . . . and World Program Service now has access to the *greatest array of quality talent* available today . . . Artists whose appeal is accepted and applauded by everyone everywhere... Artists in all fields of popular entertainment whose names are world-wide synonyms for the very best in music.

World Program Service proudly presents these artists, *in the widest variety and types of recordings in any library* . . . with over 3800 selections that meet every possible program requirement—from 1 minute announcements, fanfares or mood music to completely balanced musical presentations. At least 50 new numbers are added every month, together with the addition of "Tomorrow's Stars" . . . to give World subscribers the top hits, while the hits are news.

And to make the best of music sound just a little bit better—the Quality Recordings of the World reproduces this artistry with a life-like clarity that is only possible with the Vertical Cut Wide Range Method of Transcription . . . *pressed in pure Vinylite* . . . and recorded in perfectly equipped sound studios under the personal direction of master showmen.

"World's Biggest Stars" make this the "Quality Library of the World." Transcribed on Wide Range Vertical Recordings — backed by World Quality Service—this Library solves your production, time and sales problems.

Make WBS the *Transcription Headquarters* for your radio station and your advertisers.

WORLD PROGRAM SERVICE

Transcription Headquarters

WORLD BROADCASTING SYSTEM, INC.

A SUBSIDIARY OF DECCA RECORDS, INC.

711 FIFTH AVENUE, NEW YORK

CHICAGO • NEW YORK • HOLLYWOOD • SAN FRANCISCO • WASHINGTON

25 Outlets on Trans-Canada, 24 on Basic Dominion Hookup

Two Commercial National Networks Operating; Supplementary Stations May Be Added

By JAMES MONTAGNES

WITH operations of the two commercial national networks in Canada started on Jan. 2, the Canadian Broadcasting Corp. announced that 25 stations would form the basic Trans-Canada net and 24 stations the basic Dominion net. In addition any Canadian stations not on the list of basic stations for either network may be used as supplementary stations to either network, or may be added from time to time for outstanding network features.

The line-up of the two network basic stations follows:

Trans-Canada Network—CJCB Sydney; CHNS Halifax; CFCY Charlottetown; CBA Sackville; CKCW Moncton; CHSJ Saint John; CFNB Fredericton; CBM Montreal; CBO Ottawa; CKWS Kingston; CBL Toronto; CKSO Sudbury; CFCH North Bay; CJKL Kirkland Lake; CKGB Timmins; CKPR Fort William; CKY Winnipeg; CBK Watrous; CJCA Edmonton; CFAC Calgary; CJOC Lethbridge; CFJC Kamloops; CKOV Kelowna; CJAT Trail; CBR Vancouver.

Dominion Network—CHLT Sherbrooke; CFCF Montreal; CKCO Ottowa; CHOV Pembroke; CFBR Brockville; CJBC Toronto; CHEX Peterborough; CHML Hamilton; CKTB St. Catharines; CFPL London; CFCO Chatham; CJRL Kenora; CKRC Winnipeg; CKX Brandon; CJGX Yorkton; CKRM Regina; CHAB Moose Jaw; CFQC Saskatoon; CKBI Prince Albert; CFCN Calgary; CFRN Edmonton; CHWK Chilliwack; CKWX Vancouver; CJVI Victoria.

Service on the Dominion network began Jan. 2 for 1¼ hours daily 10-11.15 p. m. (EDT), with commercial and sustaining programs in the 10-11 p. m. period, and a special CBC Dominion network 15-minute news summary at 11 p. m. (EDT).

Alternative Service

This program service will be extended gradually and will provide alternative network service to listeners within the coverage area of each of its member stations. At the start, most programs will originate in Toronto. Programs from the United States, such as the *Bob Hope* show for Pepsodent which opens on the Dominion network on Jan. 4, will be fed to the network from Toronto or Montreal. It is planned, however, that as soon as the new network is running smoothly, programs will originate from other points across the Dominion.

The Dominion network will operate for the present from Sherbrooke, Que., to Victoria, B. C., although plans are under consideration for extending Dominion network service to the Maritimes.

The Trans-Canada net will continue to use the services, sustaining and commercial, of the CBC national network, giving service to all five time zones for 16 hours daily.

In announcing the new set up at Ottawa, Dr. Augustin Frigon, acting general manager of the CBC, stated that all the private stations will not remain continuously on the CBC networks, nor on the same network. Some which will carry national programs during the day will switch to the Dominion net at night, and at other times may carry their own features. The main idea of the two networks is to give the listener a wider variety of programs, eliminate program duplication on stations in the same city.

The Dominion network will operate on a temporary basis until next autumn when most of the program contracts expire. From then on the net will operate on a permanent basis. It is expected that the CBC will spend over $1,000,000 on artists fees alone in 1944, an increase of $100,000 over 1943, in view of the extra programs which must be provided for the new network. The CBC will encourage and help private broadcasters to develop local talent and programs for network use, Dr. Frigon said.

TROPHY WAS GIVEN belatedly to A. J. Schroder (l), assistant station engineer at the WMAQ Chicago transmitter, winner of the golf tournament at NBC's annual outing held in August, by William Weddell (r), NBC assistant sales manager who was golf chairman, while Leonard Anderson, assistant office manager of the NBC Central Division and NBC athletic association president, explains the delay caused by a shortage of engravers.

WITH increase to 10 kw, KFAR Fairbanks, Alaska, is now operating on a new schedule from 7 a. m. to 12 midnight, daily, and from 2 p. m. to 12 midnight on Sundays.

Advertising's Part in Conduct of War Is Praised by Hoyt Before Sales Group

ADVERTISING'S role in the war and the activities of the War Advertising Council were praised last week by Palmer Hoyt, OWI Domestic Director, in an address before the Sales Executives Club at the Hotel Roosevelt, New York.

"Advertising has done a great job in this war," Mr. Hoyt said, "and the fact that business is cooperating increasingly with Government in this time of national peril is an index to our certain and ultimate success on both military and economic fronts. It is important to business, from business' own standpoint, and important to advertising that business use this great weapon on the civil front to the service of a country in peril."

Praises WAC Work

Mr. Hoyt paid tribute to the "outstanding and important job" performed by the WAC, headed by Chester La Roche, in channeling OWI campaigns to advertising media. The WAC convinced many of America's largest advertisers "that continued boastful presentations of superiority of products, particularly those concerned with the physical winning of the war, is not particularly constructive," he declared, with the result that millions of pages of advertising are now being devoted weekly to constructive service to the war.

Mr. Hoyt said that "as a businessman and newspaper publisher about to leave Government for civil life" it was his conviction that the Domestic Branch of OWI is one of the "most vitally necessary" of the wartime agencies. Citing the channeling activities of the Branch, handled through the Office of Program Coordination, Mr. Hoyt estimated that the OPC clears for Government policy, and distributes through the WAC, material for advertising which during 1944 may total, including radio time, $500 million.

Without the OPC, which was set up at the request of the WAC, there would be chaos, Mr. Hoyt said. Newspapers and radio stations would have to deal direct with every one of the alphabetical war agencies and would find it difficult to determine which Government messages should have precedence.

"In these many war drives," he concluded, "it is vital that all the accustomed channels be put to and kept in use. To have the news in the papers and on the radio is vitally necessary but is not enough. There must be magazine stories, billboards, radio announcements and display advertising, because America is used to getting its information through these well-known and familiar channels".

In another address during the week before a luncheon meeting of Advertising Men's Post 209 of the American Legion at the Hotel Lexington, New York, Mr. Hoyt urged fuller information about the war, more realism in reporting battlefront actions, and release of important military and naval news as speedily as possible.

He declared that "more realism in reporting on the day-to-day grimness of life and death" on the battlefront would be far more valuable in preparing the public for future developments than predictions and prophecies of losses."

Army Opens New Long Wave Link

Six-Station Network Aids N. Atlantic Plane Ferry

SIX LONG-WAVE stations under the command of the AAF Army Airways Communications system have expedited ferrying of aircraft across the North Atlantic, the War Dept. has announced. The stations were recently installed by the Signal Corps, linking the United States with Newfoundland, Labrador, Greenland, Iceland and Great Britain.

The new network is now in operation with 24-hour radiotelegraph and radioteletype service uninterrupted by magnetic storms or atmospheric disturbances which were capable of momentarily blacking out the short-wave communications previously used. The new service will offer peacetime benefits to commercial and other aircraft traversing northern routes.

An unusually difficult construction job was undertaken and completed in emergency speed. Much of the equipment was flown to the sites selected, along with personnel from Africa, South America, Alaska and both coasts of the United States. In Greenland and Iceland, antennae had to be set in solid rock. In Newfoundland a 180-ft. tower was erected in the face of intense winds, and at another station the tower had to be built to withstand 160-mile wind velocities. Selection of frequencies was another difficult task, and in several instances changes had to be made after equipment had been installed and disturbances and interference discovered.

Brig. Gen. Frank E. Stoner, of the Signal Corps, and Brig. Gen. H. M. McClelland, AAF Communications Officer, directed the project with Lt. Col. H. H. Wagner in charge of construction. Dr. H. H. Beverage was expert consultant on the job.

War Role Praised

"WHEN the full story of the Second World War is written there will be amazing revelations of radio's participation through every phase of its activity," according to Lt. Gen. J. G. Harbord, chairman of the board of RCA, in a review of radio for 1943 issued last week. Pointing out that the nations making the best use of "the radio spectrum" in this war have the greatest advantage, Lt. Gen. Harbord said that after the war "new developments in radio-electronics will come to light. New uses will be disclosed in the application of radio as a navigational aid, in averting collisions, in blind flying, and in development of many devices such as MM new electron tubes, metal locators . . . all of which will be converted to peacetime pursuits."

BELMONT RADIO Corp., Chicago, began construction last week on an addition to the plant at an estimated cost of $70,000.

Years are what we make them

. . . A CHAIN OF DAYS

. . . A CHALLENGE

. . . A VICTORY

1944

NATIONAL REPRESENTATIVES: EDWARD PETRY & COMPANY, INC.

Radio Highlights and Headlines: 1943

(Major Events of Year as Chronicled in BROADCASTING)

(See issues of BROADCASTING nearest each date given for full details.)

Jan. 4—Spot business in 1942 shows 10% gain, according to industry-wide survey.

Jan. 8—1st. Lt. Thomas E. Knode, Washington news editor of NBC, awarded Distinguished Service Cross by President Roosevelt for extraordinary heroism in New Guinea campaign. Subsequently promoted to captain and retired because of wounds. Rejoined NBC as public relations director, Washington, in October.

Jan. 12—Senate Interstate Commerce Subcommittee opened hearings on Clark resolution to end AFM recording strike. Hearings recessed pending arbitration efforts.

Jan. 19—House passes Cox resolution (HRes. 21) authorizing sweeping investigation of the FCC after Rep. Cox (D-Ga.) described Commission as "the nastiest nest of rats in this entire country."

Jan. 21—Cut in radio program transmission costs totalling approximately $2,145,000 effected by AT&T under new tariff ordered by FCC.

Jan. 27—Dr. Edwin H. Armstrong, radio inventor and FM pioneer, awarded Edison Medal for 1942 for "distinguished contributions to the art of electronic communication, notably the regenerative circuit, the superheterodyne and frequency modulation."

Jan. 29—National Selective Service headquarters announces revised manpower list designed to provide relief for certain radio positions as critical occupations.

Feb. 8 — Broadcast advertising gross time sales reach $254,800,000 in 1942, an increase of 7.2% ahead of preceding year. Net time sales aggregate $191,000,000 or 6.1% ahead of 1941 peak.

Feb. 9—Irvin R. Baker, 39, radio engineering pioneer and former chief of RCA transmitter sales, died at Camden, N. J., of a cerebral hemorrhage.

Feb. 10—Revised "Code of Wartime Practices for American Broadcasters" issued by Byron Price, Director of Censorship. Text of Code.

Feb. 11—AFM proposes fixed fee royalty basis for all records and transcriptions as condition precedent to lifting of recording ban.

Feb. 11—U. S. Supreme Court sustains findings of Federal Judge John P. Barnes of Chicago, dismissing Government's anti-trust suit against James C. Petrillo and American Federation of Musicians provoked by ban on recordings, on ground that it was labor dispute.

Feb. 13—Eugene L. Garey, New York attorney, named General Counsel of House Select Committee to investigate FCC.

Feb. 19—Amos 'n' Andy leave air after 15 years of unbroken service. Returned in fall of 1943 in half-hour feature instead of six-a-week.

Feb. 23—Transcription and phonograph recording companies advise AFM of rejection of Petrillo "fixed fee" proposal as condition precedent to lifting of recording ban.

March 2—White-Wheeler bill (S-814) to reorganize FCC into two separate autonomous divisions and rewrite Communications Act of 1943 introduced in Senate.

March 6—Alfred I. DuPont Radio Awards for 1942 of $1,000 each given to KGEI, shortwave station in San Francisco, and Fulton Lewis jr., Washington radio commentator.

March 26—Ninety million dollars annual donation of time and talent for war effort programs estimated by Elmer Davis, director of OWI.

March 29—George Foster Peabody Awards for 1942 go to: Charles Collingwood, CBS foreign correspondent; *The Man Behind the Gun*, CBS program, for "outstanding entertainment in drama"; the *Standard Symphony*, NBC Pacific Coast, for "outstanding entertainment in music"; *Afield with Ranger Mac*, weekly series on WHA Madison, Wis., for the "outstanding educational program"; *Our Hidden Enemy—Venereal Diseases*, transcribed series on KOAC Corvallis, Ore., for "outstanding public service program by a local station" and *The Home Front*, weekly program on WCHS Charleston, for "outstanding public service program by a regional station."

March 31—WPID Petersburg, Va., local, becomes first station to toss in sponge after FCC policy ruling refusing operation suspensions for the duration of the war.

April 26—E. K. Jett, FCC chief engineer, urges all interested in radio to plan for post-war allocations and poses questions about movement of FM, television, and other bands. Article part of symposium in special issue of BROADCASTING devoted to post-war planning.

May 6—Home radios are reported by 91.9% of the nation's families, although 4.2% reported sets out of order, according to a survey made by *Life* Magazine.

May 10—Supreme Court upholds right of FCC to regulate practically everything that is radio in 5-2 opinion declaring FCC network monopoly regulations as proper and within FCC's jurisdiction. June 14 effective date set by FCC.

May 14—Palmer Hoyt, editor and publisher of *Portland Oregonian* (KGW-KEX), named assistant director of OWI in charge of domestic operations, succeeding Gardner Cowles jr., president of Iowa Broadcasting Co. and of *Des Moines Register and Tribune*. He remained until Jan. 8, 1944.

May 17—Supreme Court in a 4-2 ruling against FCC in the KOA-WHDH clear channel case holds FCC cannot modify coverage or service of stations without prior hearings and without burden of the proof on applicant.

May 26—Navy releases first information on Radar, miracle war radio development, used for radio ranging and detecting through fog, mist and distance. Statement revealed electronic weapon was first conceived by scientists of U. S. Naval Aircraft Laboratory.

June 21—Fred Weber resigns as general manager of Mutual to become part owner and manager of WDSU New Orleans.

June 25—UP and PA simultaneously announce new high-speed news wire service for radio, stepping up circuits 50% as soon as facilities become available.

July 2—House Select Committee to investigate FCC at opening hearing alleges that Commission through "rank inefficiency" interfered with war effort. List of 24 "accusations" made against Commission.

July 2—President Roosevelt withdraws renomination of George H. Payne as member of the FCC after having sent nomination to Senate previous day. No explanation given for sudden action.

July 2—New bill (HR-3109) to rewrite Communications Act, closely paralleling White-Wheeler bill (S-814), pending in Senate, introduced in House by Rep. Pehr G. Holmes (R-Mass.).

July 8—Decca Records Inc. acquires World Broadcasting System and retains existing management under P. L. Deutsch, president.

July 9—President Roosevelt intercedes in House inquiry of the FCC to prevent military services from testifying or supplying data.

July 13—FCC grants Baylor U. and Carr P. Collins, head of Crazy Water Crystals Co., construction permit for a new 50,000 watt daytime station at Corpus Christi, Tex. Viewed as violation of April 27, 1942 Freeze Order. Station would use equipment of XEAW Reynosa, Mexico.

July 23—Federal Trade Commission drops year-long inquiry into major network rate discount practices after finding no violation of law.

July 30—Edward J. Noble, owner of WMCA New York, purchases BLUE Network from RCA for eight million dollars cash. FCC, following hearing going into program policies, approved transfer Oct. 12.

Aug. 4—Edward Klauber resigns as director and chairman of Executive Committee of CBS, after 13 years' service, due to ill health. Joins OWI Sept. 1 as assistant director.

Aug. 24—Standard four-letter calls authorized for FM stations in lieu of previous letter-numeral combinations in ruling by FCC. Standard stations also permitted to use regular standard call with suffix "FM" if desired.

Aug. 31—W. D. Terrell, 72, first U. S. radio head, retires as chief of FCC's Field Division.

Sept. 6—Transition of British System of Government-owned broadcasting to variation of the "American Plan" program sponsorship in the post-war era discussed in England.

Sept. 8—Italy's unconditional surrender gives radio its biggest news assignment of the war, when Gen. Dwight D. Eisenhower, Commander-in-Chief of Allied Forces, announced the event by radio.

Sept. 13—Sale of WMCA by Edward J. Noble, purchaser of the BLUE Network, to a company headed by Nathan Straus, former Administrator of U. S. Housing Authority, for $1,255,000 is announced.

Sept. 16—CBS announces elimination of "hitch-hike" and "cow-catcher" announcements effective Oct. 1, 1944, in conformity with demands of affiliated stations.

Sept. 20—Dissolution of the firm of Blackett-Sample-Hummert, top agency in radio business placements, announced effective Dec. 31. Dancer-Fitzgerald-Sample established to succeed one segment of firm, with Hill Blackett announcing plans to establish own firm later.

Sept. 24—Decca Records Inc. and World Broadcasting System agree to AFM demands for payment of royalties to union for right to record, breaking recording strike in force since Aug. 1, 1942.

Sept. 29—Dr. W. R. G. Baker, vice-president of General Electric Co., elected chairman of Radio Technical Planning Board to probe post-war allocations for all radio and communication services in cooperation with FCC.

Sept. 30—Rep. E. E. Cox (D-Ga.) resigns as chairman of House Select Committee to investigate FCC after bitter running fight with Chairman James Lawrence Fly and Commissioner C. J. Durr. Rep. Lea (D-Cal.) named chairman by Speaker Sam Rayburn.

Oct. 7—William S. Paley, CBS president, accepts special war area assignment for OWI.

Oct. 12—Radio's bid for a larger slice of retail advertising dollar launched in Washington with premiere showing of NAB motion picture presentation "Air Force and the Retailer". Showing subsequently made in 120 cities.

Oct. 14—Edward J. Noble formally takes over BLUE Network and becomes chairman of its board. Mark Woods and Edgar Kobak retained as president and executive vice-president respectively, along with other key officials.

Nov. 3 — Hearings begin before Senate Interstate Commerce Committee on White-Wheeler bill to seek relief from "life and death" powers given FCC under Supreme Court decision of May 10. Fly first witness. Hearings end Dec. 16 after 27 days of testimony.

Nov. 4—R. Morris Pierce, chief engineer of WGAR Cleveland, on leave with OWI, credited with part

(*Continued on page 26*)

How are your sales in Buna, New Guinea?

● If you are interested in selling cough remedies to Eskimos or sun tan lotion to South Sea Islanders or spaghetti to the Sioux then we suggest you broadcast over some other station. But, if it's Philadelphians you want to reach—and to sell—WFIL is the station for you to use.

In all this talk about buying radio advertising one thought stands out like Mars at perihelion: A broadcasting station must have something better to offer than ancient history. Fancy phrases like "Bonus Coverage", "Plus Values", "Classic Figures", "All Directions" may have been good years ago but they don't offer a theme for making sales today. If the old ways are the best there would be no betterment.

It is said that the only permanent thing in the world is change. Certainly the Philadelphia radio situation has changed. Something has happened. Are you informed? In Philadelphia today the station which is the most progressive . . . the station which is winning more local favor . . . is WFIL. Don't take our word for it. Look at the Crossleys. Month after month they show consistent gains in listeners for WFIL. Yes, more Philadelphians are tuning more and more to WFIL for their listening pleasure.

If you have something to sell to PHILADELPHIANS—and please remember as a group they are the third largest buyers in America—then by all means sell it on a station which covers PHILADELPHIA—and not Buna, New Guinea.

WFIL

A BLUE NET WORK STATION

PHILADELPHIA'S MOST PROGRESSIVE RADIO STATION

REPRESENTED NATIONALLY BY THE KATZ AGENCY

PROGRAMS IN MINIATURE

Kansas City Agency Develops Musical Hit-Bits For Katz Drug Co. Spot Series

"PROGRAMS - IN - MINIATURE, not just spot announcements." That's what the Katz Drug Company of Kansas City was looking for to promote its widely-known "Million Dollar Sale" in November and its Christmas merchandising in December. . . . And that's what Katz got!

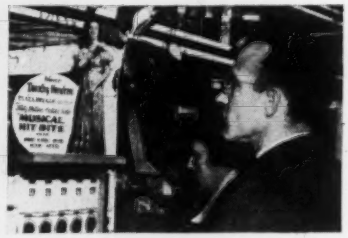
The spark came from Morris Shlensky, Katz merchandising manager. "Let's tie up with hit tunes," he said. "No matter what it costs, it's *worth* it!"

At that point, M. H. "Mouse" Straight, account executive for R. J. Potts - Calkins & Holden, got the ball. With the help of Henry Gerling, Katz advertising manager, he "discovered" Dorothy Hendren, a young lady with a smooth radio voice who had never before sung professionally. Dick Smith and Bruce Robertson, of WHB Kansas City, Gene Moore, KMBC Kansas City Novachord star, and free-lance actors and actresses make up the troupe which each week transcribes a brand-new series of spots at the Damon Transcription Laboratory.

Musical Hit-Bits (now copyrighted), having helped Katz realize its most successful November sale, next went "Santa Claus", presenting a non-religious Christmas tune with every Christmas announcement. The locally-famous line, "Everyone can buy anyone the perfect Christmas gift at Katz," originated by Straight two years ago, was also set to music and was sung by Dorothy and her duet partner, Bob Dean.

Finally, the program-aspect of the series is emphasized by a Dorothy Hendren StatuPix—a photograph in full color mounted on plywood and "jigged out."

Musical Hit-Bits are heard 97 times a week over WDAF, WHB, KMBC, KCKN and KFEQ.



STATUPIX of Dorothy Hendren, "Hit-Bit" singer for the Katz Drug Co., Kansas City is the bright spot on the shelves of a Kansas City store. M. H. "Mouse" Straight, account executive for R. J. Potts-Calkins & Holden Agency, handling the account, gazes in admiration.

Post - War Radio Previewed by RCA

Sarnoff Urges Social Progress Keep Pace With Science

NEW PRODUCTS and services which America's industrial scientists see on the post-war horizon have been listed by the department of information of Radio Corp. of America, in a booklet, "Industrial Science Looks Ahead."

In a foreword, David Sarnoff, RCA president, points out that better gadgets in themselves do not make for better living, but that "we shall have a better world only to the extent that our social thinking and social progress keep pace with the advance of physical sciences."

On Farm, Ship and Home

Taking various categories—homes, farming, ships, automobiles, highways—RCA lists such developments as all-wave radio sets for cars, with automatic push-button tuners and a screen-like dial registering red and green traffic lights by radio; also television which is automatically cut off from the driver's view whenever the car is in motion, continuing for backseat passengers. Included in the list of developments in the railroad field are: Radio telephone service for passengers on moving trains; radio-electronic devices to prevent accidents; and individual receivers at every seat, inaudible to other passengers.

Highlights in the section devoted to radio and television are: International radio telegraph at high speeds, more than 650 words a minute on one channel; wide use of electrically distributed music and radio broadcasts in industrial plants; development of the wartime walkie-talkie; two-dimensional broadcasting, transmission and reception; television in theatres; television communication of letters and documents, to be photographed at points of reception for delivery; numerous industrial uses for electronic devices.

STORM VIDEO TEST MADE FOR CLIENTS

ANOTHER agency to start new activity in the television field with a view to exploring its commercial possibilities is Charles M. Storm Co., New York, which last week started a series of half-hour shows on W2XWV New York, experimental station operated by Allen B. DuMont Labs. Agency has taken the 9:30-10 p.m. period Wednesday to try out various program formulas and sales presentations for its accounts, starting Wednesday, Dec. 29 with a variety-type show for Tintex Co., New York, manufacturers of tints and dyes. Program featured a magician, tying in with changes effected by the dyeing process. Another program will be devoted to Hillman periodicals, New York, publishers of magazines of romantic interest. Park & Tilford, New York, will test the medium at a later date for its various products which include perfumes and cosmetics. Agency's television activities are under the direction of Ray Nelson, recently named Storm's radio director.

Servicemen's Greetings Programmed on WMCA

THE 5½-hour Christmas Day program during which WMCA New York brought greetings from servicemen in far-off points to their family and friends in the New York area [BROADCASTING, Dec. 27], brought a deluge of telephone calls from grateful parents, many of whom had received the first news of their boys in months. Burnett Hersey, president of the Overseas Press Club, got the surprise of his life when he heard his wife, a Red Cross nurse in Australia, during a repeat of the entire broadcast. A car toured an upper section of the city with the program tuned in. Whenever the name of a local boy was announced, the car sped to the boy's home, to tell his family to be sure to listen in on the rebroadcast. Within a short time, the station received 300 requests from servicemen's families for recordings of their voices. All but three of the overseas pickups came through.

Gibson Vitamin Plans

DOUBLE promotion of a song and a dance, and a tie-in between talent and trade-name figure in the spot radio campaign planned by Gibson Vitamin Co., Harlan, Ia., to introduce a new product, Gibson Vitamin Formula. Starting Jan. 3, Gibson plans to run five-minute transcriptions from three to four times weekly on some 60 stations, a number of them in the Midwest. The transcription was produced by S. J. Michelson, New York, cut by Rockhill Radio Recording and the campaign handled by W. L. Vomack Inc., New York, advertising consultants.

Carnation's 12th

TWELFTH anniversary broadcast of *Carnation Contented Hour* heard on NBC, will be celebrated Monday, Jan. 3. Program is sponsored by Carnation Co. Agency is Erwin Wasey & Co., Chicago.

Radio Highlights of 1943

(*Continued from page 24*)

in surrender of Italian Navy to American forces. As chief engineer of Psychological Warfare Branch Allied Force Headquarters in Algeria, he rigged up transmitter which broadcast surrender terms subsequently accepted by Italians.

Nov. 4 — Year-round cooperation given by broadcasting industry to War Information campaigns exceeds $103,000,000, according to OWI estimates.

Nov. 23 — FCC resurrects order (No. 84A) banning multiple ownership of standard broadcast stations in the same area, effective June 1, 1944 and affecting some 40 existing multiple ownership or overlap stations.

Nov. 26—Threat of a musicians' strike against nationwide networks in February looms as War Labor Board panel concludes hearings on AFM transcription strike with little hope of ruling until following spring.

Nov. 26 — Niles Trammell, NBC president, and John F. Royal, vice-president, return following a six-week war tour to England, North Africa, Sicily and Italy. Predict international audiences for U. S. programs in post-war era.

Nov. 28—U. S. S. McClelland, destroyer escort, launched at San Pedro, Calif., in memory of radio's first casualty in World War II, Ens. Thomas A. McClelland, former chief engineer of KLZ Denver.

Dec. 10—Revised Code of Wartime Practices for Broadcasters, permitting wider war coverage, announced by Byron Price, Director of Censorship.

Dec. 15—FCC extends broadcast station licenses for full statutory term of three years, superseding two-year tenures.

Dec. 16—Fines of $500 per day for violation of FCC regulations would be imposed under amendment to radio law proposed by FCC Chairman James Lawrence Fly at Senate Interstate Commerce Committee hearings for new radio legislation. Testimony concluded six weeks of hearings on White-Wheeler bill (S-814) to reorganize FCC and curb its powers.

Dec. 17—William B. Lewis, former OWI radio official, named executive vice-president and general manager of American Network Inc., FM organization, effective April 1.

Dec. 17—Wartime census of radio receivers by Office of Civilian Requirements reveals that approximately 32,500,000 American families now have one or more radio sets, or 89% of all families in country.

Dec. 22—Analysis of radio employment and compensation prepared by FCC for week of Oct. 17, 1943 shows average weekly compensation to 24,515 fulltime employes of $52.32, a gain of 6.6% over preceding year. Report, covering 815 standard broadcast stations and 10 networks showed total weekly payroll of fulltime employes was $1,366,687. Parttime employes, mainly talent, totaled 4,862.

Dec. 24—Christmas Eve address by President Roosevelt carried over greatest worldwide hookup in history, rebroadcast by transcription over four major networks, breaking historical precedent. Program, originally broadcast in afternoon, included pickups from battleship, aircraft carrier and submarine, all on high seas.

Dec. 27 — Radio enjoys record-breaking year from business standpoint in 1943 with all networks reaching new all-time highs, according to yearend survey by BROADCASTING.

Monday evenings at eight, music goes to war!

Ten weeks ago, WNEW had an idea for a program, discussed it with the Music War Committee, who discussed it with the OWI.

Out of the idea came *Music Goes to War.* Conceived by WNEW, written, produced, directed, cast, aired by WNEW. Recorded, at cost, by WNEW for other American radio stations, coast to coast.

The program tells, in words and music, what America's songwriters are doing to build morale. Through the program, new war songs are introduced; established favorites aired again by America's favorite artists.

Thanks—midway in our course—to those who have contributed so generously with such contagious enthusiasm . . . stars like Barry Wood, Ralph Edwards, Wilbur Evans, Lucy Monroe, Bea Wain, Lyn Murray, Josef Stopak, Benay Venuta, Jerry Cooper, Jerry Waine, Vaughn Monroe.

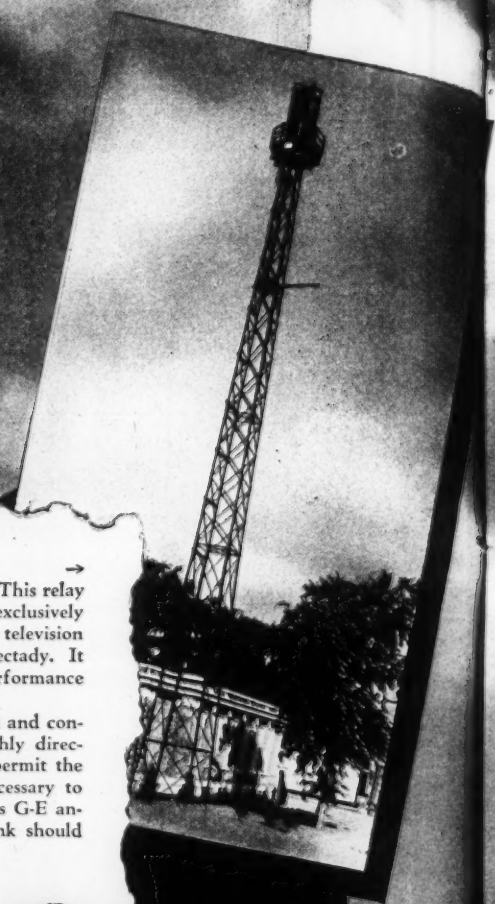
Thanks, too, to the cumulative audience of 805,000 New York *families* who, these Monday evenings at eight, have tuned to WNEW to hear how *Music Goes to War.*

WNEW

NEW YORK

REPRESENTED BY JOHN BLAIR & COMPANY

G-E Antennas . . .



→ **G-E TELEVISION RELAY ANTENNA.** This relay type of television antenna, developed exclusively by G.E., is in use at General Electric's television "workshop" station WRGB at Schenectady. It has had a remarkable record of performance and reliability since its installation.

This antenna is completely enclosed and contains four horizontal bays. It is highly directional and is especially designed to permit the wide band operation which is so necessary to successful television transmitting. This G-E antenna is so efficient that no relay link should be built without it!

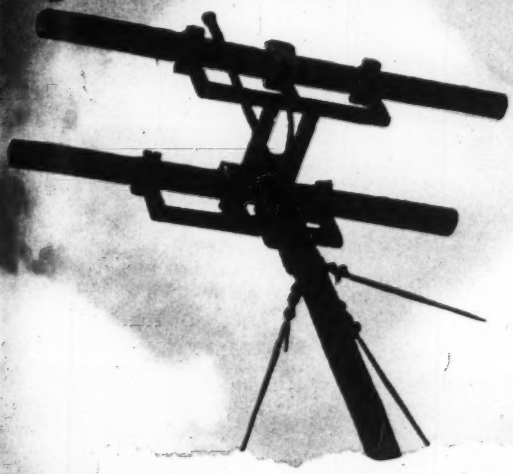
↑ **G-E FM CIRCULAR ANTENNA.** Measurements to date on this horizontally polarized circular antenna show such decisive electrical and mechanical advantages that it has clearly outmoded the conventional types.

Simple, rugged, compact, and pleasing in appearance, the design of this antenna makes it easy to mount on a pole of any diameter. It is grounded to the pole for lightning protection . . . easily adapted for sleet-melting . . . *and easy to tune.* Its wide frequency range and its lower coupling between bays are two of its strongest features. The latter permits optimum power gain per bay, compared to existing designs as evidenced by these figures:

POWER GAIN	One-bay	Two-bay	Four-bay
	.602	1.66	3.47

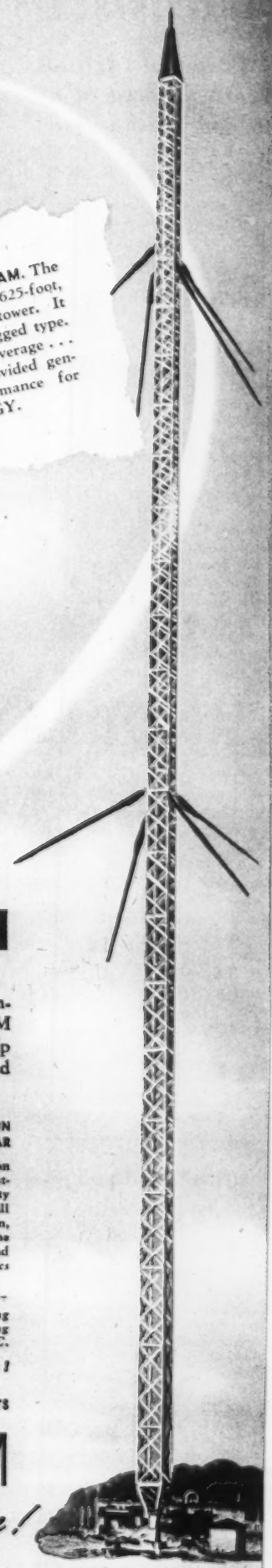
G-E FM circular antennas are being operated with surpassing success in six of the nation's important stations.

TO RULE THE WAVES



G-E S-T FM RELAY ANTENNA. A multiple-dipole antenna easily mounted on a single pole. Its housings (appearing as dipole tubes in the photograph) are completely sealed and pressurized to keep out moisture. One bank of enclosed dipoles is the antenna while the other acts as a reflector, and permits extremely sharp-focus directional beaming in a powerful, narrow, horizontal pattern. This gives a power gain of 10 at the studio transmitter and, if also used at the receiver, it provides an additional and second power gain of ten.

G-E VERTICAL RADIATOR FOR AM. The WGY antenna illustrated is a 625-foot, all-steel, uniform cross-section tower. It is of the most modern and rugged type. Its installation improved the coverage . . . reduced fading . . . and provided generally more reliable performance for General Electric's Station WGY.



# of AM, FM, and TELEVISION

AMONG the important recent G-E contributions to broadcasting, broadcast and relay antennas are especially outstanding. Illustrated are four types of G-E antennas, for four distinct uses. All four are proving their high efficiency in present broadcast use . . . all four are unique in their performance . . . all four are rugged in construction and easy to install. G-E can supply all these types of antenna with the station equipment.

The operating characteristics of these antennas enable the broadcaster to put out *more radio frequency power*, and to radiate that increased power with more *effective coverage*. G-E antennas, properly co-ordinated with their transmitters, give greatly improved performance . . . profitably . . . by more efficient and economical distribution or radiation over broader areas.

G-E electronic engineers can provide the antenna best suited to your needs whether AM, FM or TELEVISION, or, indeed, can help you equip your station with any equipment you may need from microphone to antenna.

A PLAN THAT WILL SECURE YOUR PLACE IN RADIO BROADCASTING POST-WAR

General Electric offers you "The G-E Equipment Reservation Plan". . . a plan designed to enable you to complete your post-war plans *now*. It will enable you to establish a post-war priority on a broadcast transmitter and associated equipment. It will enable us to plan definitely for large-scale post-war production, thereby giving you the fastest possible post-war delivery and the savings of planned production. Investigate this plan today and assure your place in radio broadcasting post-war. *Electronics Department, General Electric, Schenectady, New York.*

• *Tune in General Electric's* "The World Today" *every evening except Sunday at 6:45 E.W.T. over CBS. On Sunday evening listen to the G-E* "All Girl Orchestra" *at 10 E.W.T. over NBC.*

BACK THE ATTACK—BUY WAR BONDS!

Complete Station Equipment • Studio Equipment • Transmitters • Antennas • Electronic Tubes • Receivers

GENERAL ELECTRIC 180-C2

FM • TELEVISION • AM

See G.E. for all three!

Newscasts in War Plants Successful

Navy Incentive Division Reports Increased Plant Output

ALREADY recognized by Government officials as a potent weapon in psychological warfare and in keeping those at home informed, radio is playing an important part in production, the Navy disclosed last week with announcement that hundreds of Naval shore establishments, shipyards and plants are transmitting Warcasts to their workers over public address systems. As explained by Comdr. S. J. Singer, Executive Officer of the Industrial Incentive Division, a Warcast consists of daily war bulletins coupled with an incentive message from the Navy.

Experience in plants producing for the Navy shows that where war news is broadcast over p.a. systems, production is up. Working on the theory that "an informed worker is a good worker," the Industrial Incentive Division, of which Rear Adm. C. H. Woodward, USN, is chief, was given the job of carrying out a directive of the Under-secretary of the Navy. Lt. William J. Bailey, Chief of the Division's radio section, was assigned the project.

Warcasts to Navy Yard

Himself a practical radio man, having been with WCAU and KYW Philadelphia and NBC before entering the service, Lt. Bailey visited several cities where large plants are located. He met with manufacturers, local Naval officials and broadcasters. His biggest problem was reaching the maximum number of workers at a minimum cost and at opportune times which wouldn't interfere with work.

WBZ Boston cooperated to provide special Warcasts for 50,000 employes of the Boston Navy Yard during lunch periods. In addition to current war developments, each Warcast carried an "incentive message" directed to the workers themselves. The plan was a success.

In rapid succession broadcasters in other areas offered their facilities to help keep war workers informed, according to Adm. Woodward. As a result of that cooperation and organization work by Lt. Bailey warcasts are provided through the following stations; in addition to WBZ: WCAU Philadelphia, KDKA Pittsburgh, WHEC Rochester, WKST New Castle, WTAR Norfolk, WCPO Cincinnati [BROADCASTING, Dec. 20], KGW Portland, KFRC San Francisco.

The three Kaiser shipyards in Portland, Ore., recently installed Warcasts through KGW, and other Kaiser-operated projects are making arrangements to adopt the plan. Warcasts will be in operation shortly in Cleveland, Detroit, New York, Chicago, Los Angeles, Atlanta, Columbus, Elmira, N. Y., and Hartford.

Public Service Feature

Although Adm. Woodward, in outlining the Warcast plan to district Incentive officers, said "it is expected that radio stations will make a charge for the installation of lines to the various establishments . . . based on actual cost," many stations have absorbed that cost as a public service feature and goodwill gesture to the Navy, Lt. Bailey said. In some areas, however, where stations were obliged to incur added expense the establishments have paid all costs.

Adm. Woodward pointed out that some of the plants "may, under terms of their contract, pay for the installation of newscast lines and nominal service charge to radio stations." Such expenses may, "in certain instances, be charged to production costs," he informed Naval Incentive officers.

"The effectiveness of Warcasts is illustrated by their use at Federal Labs., Pittsburgh," according to a Navy announcement. "Recently a department of that company was moved to another building a few blocks away, where Warcasts were not available. Immediately the employes began clamoring that warcasts be provided them as they had been in their previous location.

"The company arranged for an extra telephone line to accommodate these employes. In another department the company decided to change the time of lunch hour about five minutes so that the employes would be able to hear the Warcasts before it was necessary to start up their machines."

Radio was asked to cooperate in providing Warcasts because of its ability as a news disseminating medium, the Navy explained, and because most stations are set up to turn out 5-minute bulletin-newscasts in line with the Navy's suggestions and plans. In some instances stations have added music to the Warcasts as contributions to war production.

While the stations supply the news bulletins for Warcasts, the Navy's Industrial Incentive Division prepares a variety of incentive messages which are forwarded to stations weekly and which are designed to emphasize the relationship of the news to war production. A typical incentive message reads:

Did someone say the war is nearly over? Well, ask the boys at Tarawa Beach. Out of a boatload of 24 marines, only three men reached the beach alive. If those men who never reached the beaches could speak to us today, they'd say: "Give our buddies the stuff, so they can finish the job." Let's give it to the Japs for them—those boys and thousands like them who are wading into bullets. Let's wade into our jobs.

Nets Cooperating

Cooperating in the extension of Warcasts, the NBC, CBS, BLUE and Mutual networks are recommending to their affiliate stations that the service be offered to plants in the areas served by the stations. The NAB is also cooperating in making Warcasts available to its 546 member stations.

The Incentive Division recommends that in large war production areas radio stations cooperate in distributing the service equitably among the various plants having public address systems.

A recent communication from Under Secretary of the Navy Forrestal to Adm. Woodward expresses the belief that widespread adoption of Warcasts will help materially in impressing upon the worker the importance of his job. "By bringing a daily report from the battle zones to the production front, the worker will be spurred on to do a better job," Mr. Forrestal declares.

SCRAP Calling!

SCRAP from German planes, has been transformed into a transmitter for a North African radio station named SCRAP which the American Red Cross entertainment division is using for putting on shows for soldiers. The station has a range of 200 miles and broadcasts daily, featuring recordings played on request. Sgt. Merrill Galloway of Baltimore is chief engineer. Sgt. Harold Emory of Minneapolis is announcer and assistant engineer. Pvt. Clarence W. Hoffman of San Antonio assists by operating the public address system.

CBC REVIEWS 1943 SERVICE EXPANSION

OUTSTANDING in the 1943 work of the CBC News Bureau is the development of overseas service carrying on-the-spot reports about the Canadians in Sicily and Italy. The News Service is under the direction of D. C. McArthur, Toronto. The fifteen men in the CBC London Bureau headed by A. E. Powley have brought special overseas programs to Canadian listeners from The Mediterranean and Britain.

A notable scoop was Marcel Ouimet's description of a Canadian artillery barrage against a German-held town. Another special broadcast was the reporting on the Canadian - built Lancaster "Rhur Express" on a bombing raid over Berlin. Preparing for the coming offensive against Japan, W. H. Herbert has now obtained recognition by the military authorities as a war correspondent in the Pacific Coast area.

WHEB on Mutual

WHEB Portsmouth, N. H., became an affiliate of Yankee-Mutual networks Jan. 1. Application for transfer of stock control is now before the FCC. WHEB serves coastal New England with 1,000 w on 750 kc.

SWORN INTO MARITIME Service on the Dec. 20 *Rhythm Matinee* was WJR Detroit's Gordon Shaw (r), newscaster and m.c. on *Know Your America*. Warrant Officer Van R. Rogers does the honors.

FOREIGN TONGUE SERVICE STARTED

COMMON Council For American Unity, organization aiding foreigners to become assimilated in the nation, has started sending a radio bulletin to foreign language stations throughout the country. The bulletin has been requested by 110 such stations in 24 states. It is now issued in five languages including English and will later be translated into 20 different tongues.

Material consists of brief informative items and human interest stories highlighting achievements of foreigners, immigration and naturalization problems and their solution, and excerpts from American history interpreted in terms of the world situation. Broadcasting time is indicated for each item.

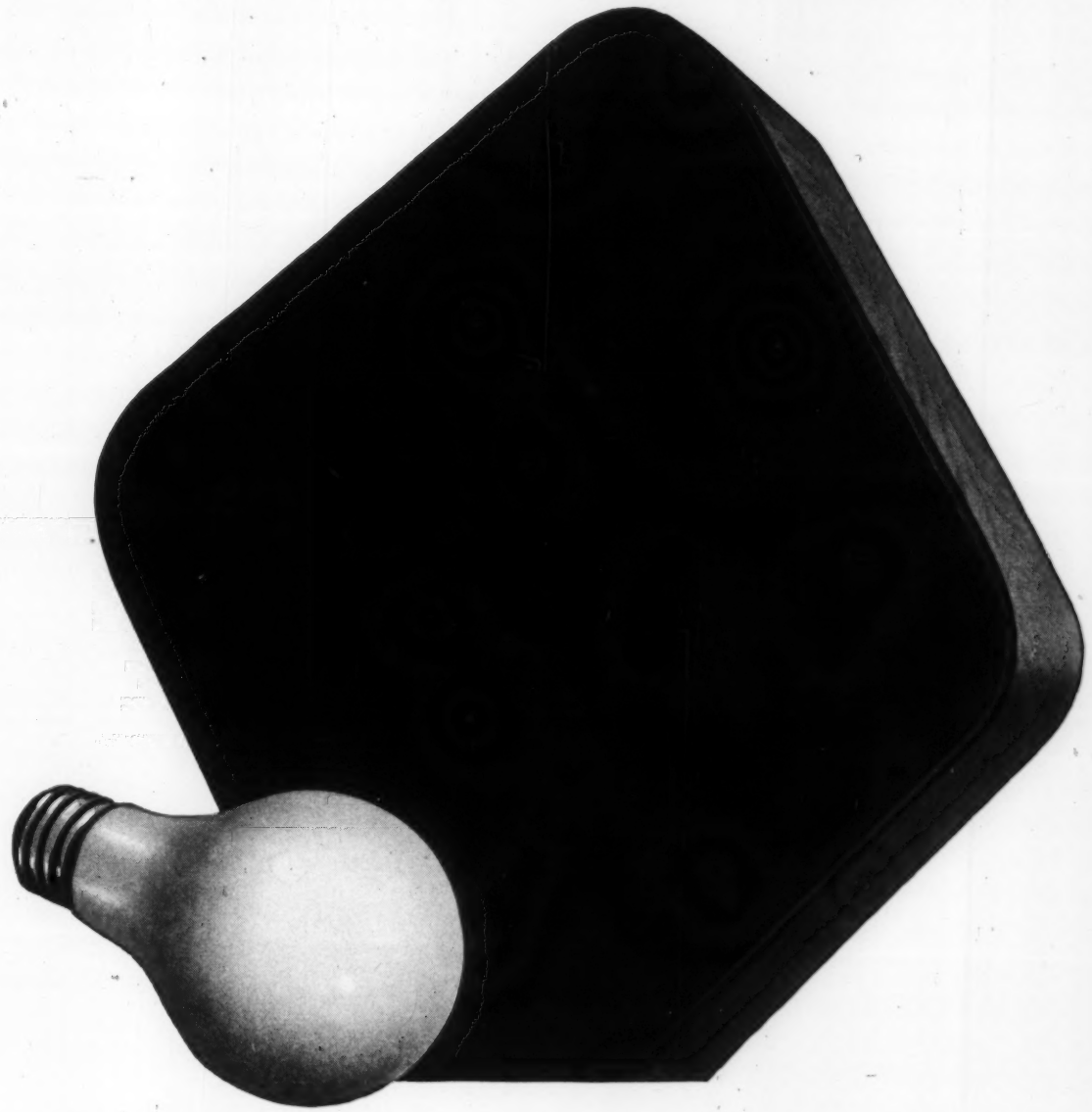
Council has been serving the foreign language press for over 20 years, and only expanded into the foreign language radio field a month or so ago. The plan is to institute a similar service for English-language stations at a later date, to further an understanding and appreciation of foreignborn among the nativeborn of this country.

FEDERAL RADIO Education Committee has just issued a pamphlet on selected radio programs for school listening during January, 1944. The list includes 29 programs selected from recommendations of the four major networks.

BETTER MOUSETRAP DEPT.
WHBQ Devises One-Sponsor News Schedule

UNIQUE SYSTEM of news presentation has won for WHBQ Memphis a 52-week renewal by the sponsor. Manager Bob Alburty decided that the best way he could compete with the network stations' news coverage was to spread the news in headlines, summaries and 15-minute editions, with one sponsor for the entire schedule.

He mapped 15 daily shows, an early 15-minute edition, a 5-minute evening edition and 11 3-minute headline spots. He then presented the set-up to Pantaze Drug Stores through Lake-Spiro-Shurman Agency, Memphis, and the firm grabbed it. Last week after a year of tangible results, Pantaze renewed for 52 more weeks. The commercials are light, and usually "push" a particular item for a day; in that way, direct results can be measured.



A Bulb...and the Fort Wayne Market

A bulb? The Fort Wayne market? Together, they sound incongruous . . . but they're really not!

The American people know that a bulb is essential . . . or back we might go to candlesticks.

And American businessmen know that advertising in the *right markets is essential* . . . particularly today . . . or back they might go to the Gaslight Era.

Fort Wayne is one of these *right markets* . . . and WOWO is the *essential* station . . . in that market. There, employment is at an all-time high, with $200,000,000 worth of war goods produced annually. A balanced market, it is evenly divided between rural and urban homes. And WOWO covers not Fort Wayne alone—but 64 counties surrounding the thriving Midwest community—an area of over two million typical Americans.

WOWO...FORT WAYNE

One of Eleven Essential Stations in Eleven Essential Markets

Represented by NBC Spot Sales

Today, in business, as in living, *essential* things come first. Here's why these eleven stations are essential to you—essential to your coverage of the *most prosperous* markets in the U. S.:

1. They broadcast to 55% of the radio homes in the country.
2. They are in markets whose buying power is 34.2% higher than the nation's average.

Essential? Yes, indeed. These eleven stations are as essential to American business for its sales—both now and in the post-war period—as a bulb is to the vision of America.

WOWO-WGL—FORT WAYNE

WEAF—New York	KPO—San Francisco
KYW—Philadelphia	WGY—Schenectady
WRC—Washington	WBZ-A—Boston-Springfield
KOA—Denver	WTAM—Cleveland
WMAQ—Chicago	KDKA—Pittsburgh

NBC SPOT SALES

It's

GEORGE GOW, chief WSAI newscaster, observes results of free-map offer on Time-Clocked News broadcast

in the BAG!

Mail from Cincinnati listeners . . . proves that WSAI's exclusive *"Time-Clocked News"* has captured the air-audience of Cincinnati

HERE'S THE STORY—

On April 5th, 1943, WSAI began an exclusively different form of news presentation using a new technical device whereby the exact hour and minute of time-receipt is announced for each important news item—the technique was labelled "Time-Clocked News".

Public Recognition was immediate—"Time-Clocked News" became a subject of daily public conversation in Cincinnati.

HERE'S THE PROOF—

A set of War Maps was recently offered on "Time-Clocked News", announcement being made once daily the first week, three times daily the next two weeks . . . 45 announcements in all, spread over a period of 3 weeks.

Within four weeks of the time of the first announcement—*11,610* requests for maps were received —proof positive of WSAI's news dominance in Cincinnati.

It all adds up to the fact that in NEWS—greatest common denominator of audience interest —WSAI leads in Cincinnati

WSAI

CROSLEY OWNED AND OPERATED • 5000 WATTS DAY AND NIGHT • BASIC BLUE NETWORK STATION • NATIONAL REP'S., SPOT SALES, INC., NEW YORK, CHICAGO, SAN FRANCISCO

Editorial

Radio Today & Tomorrow

RECONVERSION, labor strikes, politics, planning—those are the topics that ring in our ears. Of course, there's the war too.

We are in the third year of war. The end isn't in sight. Radio, no less than other important entities, thinks in terms of what's ahead—after the war is done with. But the job now is to keep punching fulltime to get it done swiftly. Think about the future and plan for it—but consider the future as secondary.

Radio did things in 1943. Forget for a moment the men you saw go to war and the hardships you endure because of lack of manpower, shortages of equipment and the high cost of things. Forget too the labor troubles, the reform crusades and the "regulation as usual" hardships.

Instead think of the job you have done and are doing for 132,000,000 Americans. You have provided them with information, enlightenment, news about their fighting sons and dear ones, relaxation, entertainment, faith, hope and confidence. You have been editor, reporter, preacher, educator, entertainer, comedian, historian. You have been salesman, victory farmer and salvager. You have been on the alert, in your master controls, performing in a way the public doesn't know about, and won't until later.

All these things you must continue to do as well and as diligently as you have performed them since that fateful day in December, 1941, when you went to war. It was swift, grim and terrible. You are at war on the home front.

So think ahead, if you will, of FM and television and the new services the radio's war achievements will bring. They are your rightful heritage. You are earning that right every day, every hour. Don't waste time cussing those who would hit below the belt by crusading for destruction of free enterprise—that endowment of our Founding Fathers which made it possible for this nation to go into action overnight. Let those assigned to the job hit back hard. You're right and those crusaders are wrong, so they can't win.

On your log, there's only one job ahead—win this war. You don't wear blinkers. You know what's going on. You're in this war right up to your antenna tops. Keep doing the job today, every day. Tomorrow takes care of itself.

Radio's Payroll

ALTHOUGH comparable figures haven't been available for several years, it has been generally accepted that radio pays higher average wages than any other major industrial group. Compilations of the FCC just released [BROADCASTING, Dec. 27] show that radio's 25,000 fulltime employes receive an average weekly compensation of $55.75, or 6.6% better than last year. Thus radio, based on best available information, maintained its position as the pace-setter. In other years the motion picture industry headed the semi-official lists.

The statistics are significant in several particulars. For example, operating technicians on stations and networks combined, earned average weekly pay of $51.93, while announcers averaged $47.13. Staff musicians (about whom Jimmy Petrillo raises so much furore), earned an average of $70.03!

Radio has maintained its payroll level (and improved it) despite the heavy wartime drain on manpower and the necessity for constant replacements. There is every reason to believe that, with the return of radio men as the military services begin to muster out personnel, they can be absorbed without dislocations. And with the war's ultimate termination (realizing of course that this is no time for complacency), the new vistas of radio to be thrown open should accommodate all those who left their posts to fight in what still should be the best paying business for the employe.

Railroad Time

RAILROADS have been something of an enigma for radio over the years. There was a time when the passenger lines, by agreement, used no radio time at all. Then, in the 30's, the Chesapeake & Ohio broke that agreement and other roads came in for moderate use of the medium.

Afterward, however, business tapered off and, except for scattered spot use here and there, the railroads have confined their advertising to the printed media. With the New Year, Union Pacific, headed by the energetic Bill Jeffers, former rubber administrator, leads the parade with a network program. Southern Pacific used radio spots to hold down holiday travel. This seems to augur for a rebirth of radio transportation advertising.

There was a discouraging note the other day, however. OWI, trying to do the right thing, went to the Assn. of American Railroads about complaints over the "Don't Travel" announcements placed gratis, while the railroads buy advertising for the same purpose in other media. The association reported [BROADCASTING, Dec. 27] that the purchase of time is a matter to be handled by each road.

The question obviously arises: Why should railroads buy time if they can get it for nothing? The Government, through OWI, has requested donation of time, which radio readily has given. But stations don't like discrimination. AT&T uses all media for its "Don't Phone" war messages, and pays for the time. Using the "sauce for the goose" approach, it seems only equitable for each station to decide for itself whether it will donate free time for the kind of advertising that is paid for elsewhere.

We are not unmindful of the plight precipitated by the threat of strike, which resulted in the Government takeover. It is significant that Secretary of War Stimson went to the nation via the combined networks last Tuesday to tell the story by the swiftest, most direct and most intimate avenue available. He said the takeover by the Army was temporary, and would last only as long as is necessary to remove any strike threat.

The railroads have done a remarkably effective job—and remarkably efficient under the circumstances—in meeting the greatest traffic load in history. Their public relations and promotion, however, except for a few evident exceptions, have been of the turn-of-the-century vintage.

Our Respects To —

THOMAS DAVID LUCKENBILL

THE AMERICAN TRADITION—the opportunity for a young man to start at the bottom of the ladder and work his way up—is exemplified by Thomas David Luckenbill. In the advertising business 16 years, he has risen from his first job in a small New York agency, where he answered the phone, swept the floors and ran errands, to the position of Vice-President and Radio Director for William Esty & Co.

After six months in his first job he discovered that one of the best ways to get ahead in an agency was to go out after new business. His boss let him have his head and, working on commission, he brought in some 20 small accounts and with them a comfortable personal income.

Tom Luckenbill was born in Virginsville, Pa., 18 miles from Reading. He was graduated from high school at 16, entered Swarthmore College with no special career in mind.

Three years of college study satisfied his need for scholastic regimentation, and he used the last of his tuition money to satisfy a wanderlust. With an astonishingly small amount of luggage and 17 text books he headed for Europe. He finished his education with his nose in the text books whenever he had a free moment—on ships and trains, in pensions and inns, in Europe, Africa and Asia.

For more than a year he put the "travel-broadening-one" theory to the test. Even in those days he showed the independence and willingness to depart from precedent which characterizes his radio operations today.

Once he and an American friend decided to cross the Sahara Desert on foot. They traversed much of the territory in North Africa over which the victorious allied campaign was waged. Before they departed on the trek the French Colonial Government made them sign a release absolving the French of all responsibility. There were too many savage tribes loose to take any chances, but the two young men made it from oasis to oasis, living with native tribes and depending upon their own wits and initiative to get along.

That experience helped young Luckenbill decide that a business career wouldn't be too tough. He returned to the States and got his first job in a small advertising agency. Twenty small accounts gave him invaluable experience and by 1929 he felt himself ready for a job with a big agency. He applied at J. Walter Thompson Co. and was engaged in the traffic department. A year later he shifted to the new radio

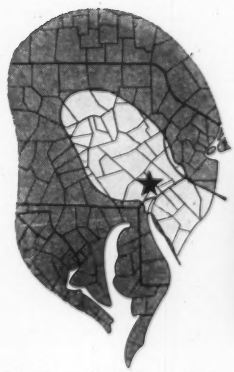
(*Continued on page 36*)

LIBERTY.. OF CHOICE

Consumers' Liberty of Choice makes merchandising and selling an exciting business. Your sound claims . . on value, quality, and other factors relating to your product . . reach the pinnacle of consumer influence via radio.

In the super-metropolitan area centering on Philadelphia, KYW serves listener-consumers with the programs most people listen to most! Most excellent company for your program.

The simple follow-through is to schedule your series on 50,000-watt KYW, Philadelphia. Details delivered to your office by NBC Spot Sales.



A new KYW Coverage and Market Map will be sent to you, quickly and cheerfully, upon request.

KYW
PHILADELPHIA
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA • REPRESENTED NATIONALLY BY NBC SPOT SALES

SALES FLY HIGH
WHEN YOU BUY
WBAL
BALTIMORE'S
Blue Network Outlet
John Elmer
President
Geo. H. Roeder
Gen. Manager
FREE & PETERS
Exclusive National Rep.

KTFI
TWIN FALLS · IDAHO

KXOK
ST. LOUIS, MO.
630 KILOCYCLES
5000 WATTS Full Time
BLUE NETWORK
Represented by John BLAIR & CO.

Personal NOTES

MAURICE SEYMOUR, Chicago, studio photographer of radio, stage and screen stars, will wed Belle Gardner, actress, Jan. 4 in the Hollywood home of Allen Carney, actor. The Seymours will honeymoon in Mexico.

BYRON TAGGART, formerly publicity director of WIBC Indianapolis, has joined WKRC Cincinnati as manager of sales promotion, succeeding James W. Patt, now program director.

REG GREGG, new to radio, has joined the sales staff of CKGB Timmins, Ont.

ROGER K. HUSTON, Chicago branch manager of Radio Sales, following Hollywood conferences with KNX executives, returns to Chicago Jan. 8.

JOHN L. HARMON, formerly of the commercial department of KGVO Missoula, Mont., has joined the Merchant Marines.

1ST LT. WARD INGRAM, formerly sales manager of KFRC San Francisco, has been promoted to captain, Army Air Corps, public relations office at Santa Ana, Cal.

AFA NAMES JURY FOR WAR AWARDS

ADVERTISING Federation of America has appointed a jury of five, headed by Edwin S. Friendly, general manager of the *New York Sun*, to select for awards the Advertising Clubs that have done outstanding war work.

In addition to Mr. Friendly, the jury consists of Don U. Bridge, special consultant, War Finance Division, Treasury Dept.; Vernon D. Beatty, director of advertising, War Food Administration and advertising director, Swift & Co.; Gardner Cowles Jr., president, Register & Tribune Co., owner of KSO and KRNT, Des Moines, and president of *Look* magazine; and Dorothy Shaver, vice-president, Lord & Taylor, New York department store.

Presentation of the awards is a regular feature of the AFA's annual convention. Date for the forthcoming convention has not been set. First and second awards go to clubs in cities of more than 300,000. Clubs in cities of less than 300,000 also receive first and second awards.

NBC Video Change

AS A CHANGE in its television schedule, NBC effective Jan. 3 and thereafter will present telecasts on WNBT twice-weekly for at least two hours each night, according to C. L. Menser, NBC vice-president in charge of programs. Under normal conditions, the NBC television station will transmit short subjects and feature films on Monday and Saturday evenings from 8-10 p.m. But if a public event suitable for televising takes place at Madison Square Garden on some other week night, the Saturday program will be replaced by the special telecast.

Our Respects to

(*Continued from page 34*)

department where he delved into every possible phase of operation, from buying time and talent to direction and production. For three years he was in the Chicago office.

He traveled for the agency, setting up some of the first itinerant radio shows like those which featured Guy Lombardo for White Owl and Rudy Vallee for Fleischman's Yeast, and for several years was radio account executive on *Lux Radio Theatre*. In the last of his 12 years at the Thompson agency, he supervised talent buying for their entire radio department.

In October 1942 he moved over to Esty. Mr. Luckenbill is a busy man, supervising eight live network shows in addition to several spot campaigns and recorded programs. Clients include Camel Cigarettes, Prince Albert Tobacco, Feen-a-Mint, Colgate-Palmolive Peet, Lehn & Fink and Piel's Beer. Among the Esty programs are *Blondie, Blind Date, Jimmie Durante-Garry Moore, Abbott & Costello, Double or Nothing, Thanks to the Yanks, Grand Ole Opry* and *It Pays to be Ignorant*.

Before accepting the position with Esty he went to Washington at the request of the OWI to draw up a plan for the distribution of posters and pamphlets. He handled the advertising and publicity for the Navy Relief Campaign which raised around $10,000.

Like all good executives he knows how to delegate duties and retains an efficient staff which has the same progressive slant that he has. In his organization are such well established directors and producers as Harry Holcombe, Phil Cohan, Helen Phillips, Tom Wallace, Don Bernard, George Faulkner, Marty Gosch, Kendall Foster and Kenneth McGregor.

Tom Luckenbill's showmanship and fast thinking have been demonstrated in the past six months when Lou Costello of Abbott & Costello became so ill last spring that he had to quit the *Camel Show* on Thursday nights. This left open one of the best time spots on the air. Then there occurred some of the fastest and most successful talent juggling ever witnessed. With a Hollywood cast broadcasting on one network on Thursdays and a New York cast broadcasting on another network on Fridays, the director switched the days and the networks on the two shows and sent his New York principals to Hollywood to pick up where Abbott & Costello had left off.

Mr. Luckenbill signed Garry Moore and Jimmy Durante and with the remainder of his New York cast put them into the Thursday night spot—thereby creating one of the most successful new comedy teams on the air.

Again this fall Abbott & Costello were expected to return to the air on Oct. 7, with Moore and Durante moving into the Friday night time. At the moment the doctor ordered Costello to postpone work for another month. Director Luckenbill solved that one by breaking another precedent. He put Moore and Durante on two networks for succeeding nights with two completely different half-hour variety shows—and kept it running for more than a month with constantly increased ratings.

Mr. Luckenbill is married to the former Junia Culbertson of Washington. They have one child, Mary Louise. Tom recently bought a house on East 74th Street. The Luckenbills get away from the radio business and building decorators and contractors in New York City by going down to a farm on a mountain top in the Cumberlands near Gettysburg (where the radio is always tuned to an Esty program).

Better Late . . .

JIMMY SCRIBNER'S one-man-show, *The Johnson Family*, originating from WKRC Cincinnati, had 21 sponsors on Mutual for some time but didn't know it. Manager Howard Barrett of KRBC Abilene, Texas, reported the Broadway Theatre there had sponsored the program since July 1, but an oversight in the station's accounting department had kept the talent fees accumulating. A sizable check was enclosed.

TELEVISION ADDED TO INTERIOR TITLE

RECOGNIZING television as a coming medium of expression and communication, the Radio Section of the Dept. of the Interior is now officially designated as the Radio & Television Section. Shannon Allen, director of the Section, expressed the belief last week that Interior is the first Government agency to give such cognizance to television and also to begin studies and tests of the medium.

The Radio & Television Section's activities during 1943 reflected the increased use of radio by Government in connection with the war, according to the annual report of the Dept. Twenty agencies called upon the Section for use of its broadcasting and recording facilities and received assistance in the preparation or production of programs.

'Truth' to Tour

RALPH EDWARDS will take his *Truth or Consequences* program on another bond-selling tour, starting with a broadcast in Phoenix Jan. 15. Itinerary laid out by the Treasury as part of its Fourth War Loan Drive, is confined to the South and includes visits to Dallas, Jan. 22; Montgomery, Jan. 29; Atlanta, Feb. 5 and Richmond, Feb. 12. Program, sponsored on NBC by Procter & Gamble for Duz, resumes from New York Feb. 19. Edwards' last tour which ended in California last June netted $188,481,082 in Bond sales.

Looking Ahead...

KMPC announces the purchase of the modern radio studio and office building at 5933 Sunset Boulevard, Hollywood.

On or about March 1, 1944, by authority of the Federal Communications Commission, KMPC's address will be *Los Angeles.*

10,000 watts **KMPC** **710 KC's**

THE MOST POWERFUL INDEPENDENT IN THE WEST

G. A. Richards, Pres. R. O. Reynolds, Vice Pres. & Gen. Mgr.

Represented Nationally by Paul H. Raymer Company

WHAT'S HOLDING YOU BACK IN BARRIER (Ky.)?

Lack of buying power is of course the real obstacle to doing big business in little towns like Barrier (Ky.). But there's no such hindrance in the rich, booming Louisville Trading Area—where war production has swelled the Area's normal 57.5% of Kentucky's buying power to record proportions! . . . To cover this market—without paying extra for a lot of little Barriers—you need only WAVE, the only NBC station within 100 miles. Try WAVE, and see!

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives

BEHIND the MIKE

STEVE ROBERTSON, KOA Denver announcer on leave, now an apprentice seaman in the Merchant Marine, is currently announcing and producing the Maritime Service program *We Deliver the Goods*, heard Saturdays on CBS.

THEOLA MORRIS, women's program director of KGVO Missoula, Mont., left the station Dec. 26 to be married.

RAY STREETER, formerly with WGN Chicago, and Ned Serrell, previously with WCFL Chicago, have joined the announcing staff of WIND Gary, Ind.

JAFF FORDS, Toronto free lance announcer, recently became father of a boy.

BENOIT LaFLEUR, member of the Overseas Unit, Canadian Broadcasting Corp., is serving with the French National Committee of Liberation at Algiers.

JACK McELLAN, former announcer of WFPG Atlantic City, has joined the announcing staff of WPAT Paterson, N. J.

MARTHA DAVIS COE, formerly with the National Security Women's Corps., executive secretary of American Women's Assn., and at one time with Crossley Inc., has joined the promotion department of WOR New York as research assistant.

2ND LT. J. PAUL LANGFORD, assistant public relations officer, Army Air Base, Salt Lake City, Utah, has been promoted to a 1st lieutenant. He was formerly associated with KMPC Beverly Hills and heard over other Southern California stations.

DONALD NAIRN, Toronto, has joined the announcing staff of CKGB Timmins, Ont.

IRA GOFF, formerly of the Bureau of Census, has joined the Mutual research department.

HARRY MAGILL has joined the continuity staff of KFH Wichita, Kan.

SANFORD M. REECE, formerly professor of English and director of dramatics at Armstrong college, has been named program production manager of WSAV Savannah, Ga.

HARRY W. FLANNERY, CBS Hollywood news analyst, is making a study of Mexican-American relations and war activities during a four-week tour of Mexico.

TONY PARRISH, formerly of WIBU Madison, Wis. and Clyde Moser, formerly of WKBO Harrisburg, Pa., have joined the announcing staff of WTAR Norfolk, Va.

JEFF BAKER, chief announcer of WTAR Norfolk, Va., is the father of a boy.

SYBIL ENGLAND, continuity editor of KLZ Denver, was recently married to Lt. Nathaniel Crawford, Indianapolis.

PAULINE HOPKINS, author of *That Brewster Boy*, is the mother of a girl born Christmas Day. She is the wife of Owen Vinson, Chicago producer.

ALICE HILL, Chicago writer of *Painted Dreams* and a radio actress, recently moved to Florida to be with her husband, a lieutenant in the Navy.

KEN PETTUS, radio writer and vice-president in Chicago of the Radio Writer's Guild, on Jan. 12 will be inducted into the army.

1916 Robert A. Smith 1942

ROBERT A. SMITH, 26, aviation radioman second class, USNR, formerly of KRBM Bozeman, Mont., is another of radio's sons who has gone off to the war—and who has died in the service of his country, according to word just received by KRBM.

A Naval reserve since 1938, he joined the station several years ago as an announcer and a member of the engineering staff, leaving for active service in Naval aviation in 1941. Receiving training in Los Angeles, Bob was assigned for a time to coastal patrol duty on a Catalina PBY bomber. He was then transferred to San Francisco and subsequently to Tongue Point, Ore.

The last word from him was received June 8, 1942. He was at Kodiak Base in the Aleutians. The Japs were making things hot at Dutch Harbor then, establishing a base at Kiska, and Bob was sent up from Tongue Point, where he was to have stayed until June 22 to take exams for his first class rating. On July 1 he was reported missing in action.

His Navy Air Medal citation begins the story. "With a low ceiling prevailing and his plane forced to fly through the clouds in order to carry out its attack missions against Japanese ships in Kiska Harbor, Smith skillfully assisted in persistent dive-bombing and strafing attacks and in the pull out into the clear at a very low altitude. Subjected to heavy anti-aircraft fire from ship and shore batteries during these low altitude attacks, his plane was pierced by shrapnel and lighter caliber projectiles. On June 14, 1942, his plane made its usual attack on the enemy forces at Kiska Harbor but failed to return."

The ensuing intermission in this heroic life drama was long, more than a whole year. During that year acquaintances in Glendive, Mont., where he was born Aug. 16, 1916, and neighbors in Fargo, N. D., where he had attended grade and high school, remembered how back in 1932 as catcher and captain of the American Legion's Junior Baseball Club of Fargo he had helped win the district and regional championship, how he loved hockey—and swimming. Classmates from the U. of Montana, and Port Arthur college, Port Arthur, Tex., where he graduated in 1938, had time to wonder about Bob's fate and to wish his safe delivery.

Last July 12, 1943, this notice was sent to Bob's mother by the Navy Dept.: "Since the reoccupation of Kiska the badly damaged wreckage of an airplane bearing the number of the airplane in which your son was last reported, has been discovered on the West-Northwest slope of Kiska Volcano. There was evidence that several men died in the crash. Burial was made at the scene of the crash."

PLANE CRASH FATAL TO BRYDON TAVES

THIRD United Press correspondent to lose his life in the war, Brydon Taves, Southwest Pacific manager, died in New Guinea Dec. 27 from injuries sustained in the crash of a combat plane the previous day. The 29-year-old war correspondent was taking off on a reconnaisance flight to observe Marine landings at Cape Gloucester when the plane crashed. Severely burned and his skull fractured, Mr. Taves was one of four fatally hurt in the accident.

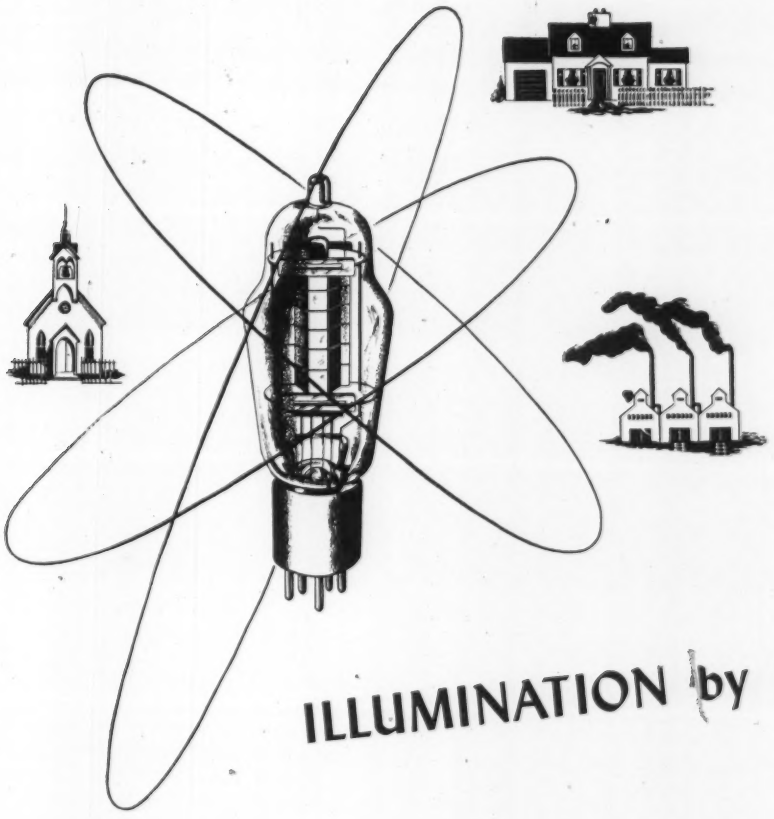
At the time of his death, Mr. Taves was directing UP coverage of Gen. MacArthur's New Britain offensive. He had arrived in Australia early in 1942 to assume management of UP news in Australia and New Zealand. In May of last year he married Diana Parnham, an Australian actress.

Mr. Taves was associated with UP since 1933, when he joined the Rio de Janeiro staff. Transferred to New York, he later returned to the Brazilian capital to serve as assistant manager of the UP bureau. After an unsuccessful attempt to join the British armed forces in London, he joined the UP staff there. In 1941 he went to the Union of South Africa to reorganize UP coverage and from there proceeded to Australia.

Ronald Sedgwick

PILOT OFFICER Ronald Sedgwick, 21, Royal Canadian Air Force, son of Harry Sedgwick, CFRB Toronto, chairman of the board of the Canadian Assn., of Broadcasters and director of the New York office of the Canadian Wartime Information Board, was killed Dec. 21 in an airplane accident when his plane struck a ferry cable across the Skeena River at Kitwanga, B. C. He joined the RCAF early in 1942.

FIRST RADIO station in U. S. to say "Merry Christmas" to our boys in the Southwest Pacific was WCKY Cincinnati. Announcer John Watkins figured that Christmas arrived in the Gilbert and Fiji Islands at 7 a. m. Friday EWT, so he opened his 7 o'clock newscast with a Yuletide greeting to the boys in that area.



ILLUMINATION by RADIO. . .

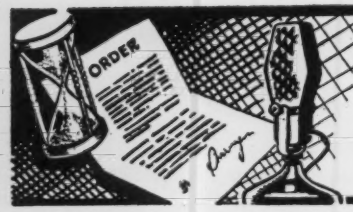
The time is coming when lighting of all school rooms, shops and even homes will be regulated by radio. Scientific tests have successfully utilized photo-cells to produce uniform high intensity illumination regardless of outside lighting conditions . . . and further developments are assured.

Postwar radio horizons make scientists wary of calling anything impossible. And when the war is won and the great peacetime task of rebuilding the world to a new pattern must be undertaken — WCAU will maintain a front line position in radio then as now.

This promise is based on nearly a quarter century of experience and continuous research in perfecting WCAU broadcasting standards. Philadelphia's first ultra high frequency experimental station and first FM station, the first Philadelphia station to build a studio building exclusively for broadcasting purposes, the only station in Philadelphia licensed for television, Philadelphia's first 50,000 watt station and the city's only non-directional clear channel radio station . . . these are forerunners of WCAU achievements of Tomorrow.

WCAU

PHILADELPHIA'S PRE-EMINENT RADIO STATION



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KDKA Pittsburgh

Pure Foods, Mamaroneck, N. Y. (Herb-Ox), 3 *sa* weekly, 13 weeks, thru J. M. Mathes Inc., N. Y.
Solventol, Detroit, *t* weekly, 52 weeks, thru Holmes Assoc., Detroit.
International Salt Co., Scranton, 2 *sa* weekly, 26 weeks, thru J. M. Mathes Inc., N. Y.
Twentieth Century-Fox Corp., ("Claudia"), *sa*, thru Kayton Spiero Agency, N. Y.
Paramount Pictures, *sa* weekly, 52 weeks, thru Buchanan & Co., N. Y.
Flex-O-Glass Mfg. Co., Chicago (Flex-O-Glass), *sa* weekly, thru Presba, Fellers & Presba, Chicago.
Fort Pitt Bedding Co., (Mattresses), *sp* weekly, 13 weeks, thru Smith, Taylor & Jenkins, Pittsburgh.
Atlantic Refining Co., Philadelphia, 10 *sp*, thru N. W. Ayer & Son, N. Y.
United Artists ("Johnny Come Lately"), *sa* weekly, thru Donahue & Coe, N. Y.
RKO Pictures ("Behind the Rising Sun"), 24 *sa*, direct.
Scholl Mfg. Co., Chicago 6 *sa* weekly, 26 weeks, thru Donahue & Coe, N. Y.
Cocilana, Brooklyn (cough drops), *sa* weekly, 13 weeks, thru Al Paul Lefton, N. Y.
General Seafoods Corp., Boston, 2 *sa* weekly, thru Alley & Richards, Boston.
C. A. Briggs Co., Cambridge (cough drops), 4 *sa* weekly, 26 weeks, thru Horton Noyes Agency, Providence.
Robertshaw Thermostat Co., Youngwood, Pa., 5 *sa* weekly, 13 weeks, thru Hixson O'Donnell, N. Y.
Clearfield Taxidermy Co., Clearfield, Pa. (furs), 2 *sa* weekly, thru Walker & Downing, Pittsburgh.
Rockwood & Co., N. Y. (chocolate bits), 3 *sa* weekly, thru Federal Adv. Agency, N. Y.
Firestone Tire & Rubber Co., Akron, 5 *sa* weekly, 13 weeks, thru Sweeney & James, Cleveland.

KFRC San Francisco

Pacific Brewing & Malting Co., San Francisco (beer), 6 *ta* weekly, 52 weeks, thru Leon Livingston Adv. Agency, San Francisco.
Murine Co., Chicago (eyewash), 5 *ta* weekly, 13 weeks, thru BBDO, N. Y.
Esquire, Chicago, 6 *ta* weekly, 4 weeks, thru Schwimmer & Scott, Chicago.

WNEW New York

Wright Aeronautical Corp., Paterson, N. J. (help wanted), 30 *sa* weekly, 13 weeks, thru Burke, Dowling, Adams, Upper Montclair, N. J.
Kerr's Butter Scotch Inc., Jamesburg, N. J., 3 *sp* weekly, 26 weeks, thru Tracy-Locke-Dawson, N. Y.
Marcus & Co., New York (jewelers), 9 *sa* weekly, 3 weeks, direct.
UCO Food Corp., Newark (coffee), 6 *sa* weekly, 52 weeks, thru Scheck Adv., Newark.
International Salt Co., Scranton, Pa. (Sterling Table Salt), 6 *sa* weekly, 26 weeks, thru J. M. Mathes Inc., N. Y.
Alkine Co., New Brunswick, N. J. (Flemolyn), 15 *sa* weekly, 20 weeks, thru Jackson Adv., New Brunswick, N. J.
Mason, Au & Maggenheimer Confectionery Mfg. Co., Brooklyn (Mason's Black Crows & Dots), 6 *ta* weekly, 13 weeks, thru Erwin, Wasey & Co., N. Y.
Bloomingdale's Dept. Store, New York (help wanted), 4 *sa* weekly.
Railroad General Managers Assn., New York (help wanted), 30 *sa* weekly, thru Foote, Cone & Belding, N. Y.

KHJ Hollywood

Pierce's Proprietaries, Buffalo (Golden Medical discovery), 16 *sa* weekly, 10 weeks, thru Duane Jones Co., N. Y.
Sparkletts Drinking Water Corp., Los Angeles (Sparkletts), weekly *ne*, 39 weeks, thru Raymond R. Morgan Co., Hollywood.
Petrol Corp., Los Angeles, 5 *ne* weekly, 52 weeks, thru Raymond R. Morgan Co., Hollywood.
Curtis Publishing Co., Philadelphia (*Saturday Evening Post*), 3 *ne* weekly, 13 *sa* weekly, 52 weeks, thru MacFarland-Aveyard & Co., Chicago.
S. Cal. Telephone Co., Los Angeles (help wanted), 19 *sa*, thru The Mayers Co., Los Angeles.
Miles Labs., Chicago (Nervine), 5 *sa* weekly, 52 weeks, thru Wade Adv., Chicago.
Nehi Corp., Columbus, Ga. (Par-T-Pak), 7 *sa* weekly, 26 weeks, thru BBDO, Los Angeles.

KFI Los Angeles

Sparkletts Drinking Water Corp., Los Angeles (Sparkletts), weekly *ne*, 52 weeks, thru Raymond R. Morgan Co., Hollywood.
Stanback Co., Salisbury, N. C. (headache powders), 4 *ta* weekly, 52 weeks, thru J. Carson Brantley Adv., Salisbury.
Pure Food Co., Mamaroneck, N. Y. (Herb-Ox), 3 *sp* weekly, 13 weeks, thru J. M. Mathes Inc., N. Y.
Loma Linda Food Co., Arlington, Cal. (health foods), 2 *sp* weekly, 30 weeks, thru Gerth-Pacific Adv., Los Angeles.

WGY Schenectady

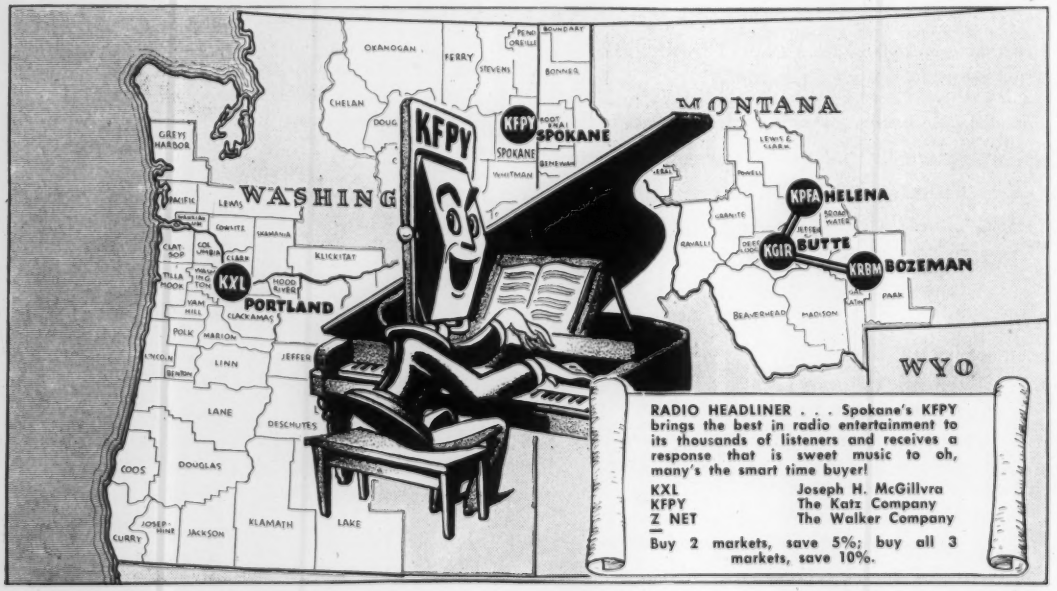
Arvey Corp., Chicago (R-V Lite), 29 *sa*, thru First United Broadcasters, Chicago.
Procter & Gamble Co., Cincinnati (Oxydol), *ta* weekly, 52 weeks, thru Blackett-Sample-Hummert, Chicago.
Republican State Committee, N. Y. (political), 3 *t*, 5 *t*, thru Duane Jones Co., N. Y.
Rockwood & Co., N. Y. (chocolate bits), 3 *sa* weekly, 39 weeks, thru Federal Adv. Agency, N. Y.
Industrial Tape Corp., New Brunswick, N. J. (Texcel tape), 15 *ta*, thru M. H. Hackett Inc., N. Y.
N. Y. State Savings Bank Assn., N. Y., 3 *t* weekly, 13 weeks, thru Ruthrauff & Ryan, N. Y.
Schenectady County Republican Committee, Schenectady (political), *sp*, direct.
Maine Development Commission, Augusta (potatoes), 2 *sa* weekly, 13 weeks, thru Brooke, Smith, French & Dorrance, N. Y.
Glenwood Range Co., Taunton, Mass. (ranges), 26 *sa*, thru Alley & Richards Co., Boston.
Lever Bros., Cambridge, Mass. (Rinso & other products), 15 *ta*, thru Ruthrauff & Ryan, N. Y.
The Studebaker Corp., South Bend, Ind. (automobiles), 36 *ne*, Roche, Williams & Cunnyngham, Chicago.
Skinner Mfg. Co., Omaha (Raisin Bran), 3 *ta* weekly, 52 weeks, thru Ferry-Hanley Co., Kansas City.

WFIL Philadelphia

Resinol Chemical Co., Baltimore, Md. (Resinol Products), *sa* weekly, thru Courtland D. Ferguson, Baltimore, Mr.
Keystone Macaroni Co., Philadelphia (Keystone Macaroni), 2 *sa* weekly, 52 weeks, thru James G. Lamb, Philadelphia.
Masons, New York (Dots & Black Crows candies), 8 *ta* weekly, 13 weeks, thru Edwin, Wasey & Co., N. Y.
Parkway Baking Co., Camden, N. J. (Parkway bread), 5 *sp* weekly, 52 weeks, thru J. M. Korn, Philadelphia.
Lichtey's Philadelphia (jewelers), 3 *sp* weekly, 52 weeks, thru Stewart-Jordan, Philadelphia.
Edw. G. Budd Mfg. Co., Philadelphia (help wanted), 22 *sa* weekly, thru Lewis & Gilman, Philadelphia.

WHO Des Moines

Monticello Drug Co., Jacksonville, Fla. (666 products), 3 *sa* weekly, direct.
Standard Brands, N. Y. (Fleischmann Yeast), 2 *ta* weekly, 26 weeks, thru Kenyon & Eckhardt, N. Y.
Resinol Chem. Co., Baltimore (Resinol), 3 *sp* weekly, thru Courtland D. Ferguson Inc., Baltimore.
Smith Brooder Co., St. Louis (Smith Mother Nature Brooder), *sp* weekly, thru Swaffer-Brennan Margulis, St. Louis.



WLIB LIMITS PLUGS
With Set of Rules Based on Listener Survey

FOLLOWING through on its pledge to listeners to suit their tastes in the handling of commercials [BROADCASTING, Dec. 13], WLIB Brooklyn has laid down a new set of rules governing the acceptance of spot announcements. The station is basing the new restrictions on the results of a questionnaire submitted to listeners, who suggested improvements in the frequency length and placement of commercials.

The plan limits all new advertisers to 35 spot announcements a week, while allowing old advertisers a maximum of 42 per week. The time signal is an exception. Transcribed commercials are not accepted for placement next to certain types of programs when it is felt there would be a violation of good taste, as in the instance of a certain type of recorded musical jingle following a semi-classical music program. Station will not accept announcements of more than 100 words. In a further attempt to reduce an over-large daily dose of commercial plugs and double-spotting the station is encouraging its clients to shift from spot announcements to quarter-hour programs.

Breckner Subs for Joy

GARY BRECKNER, program production chief, War Dept. Radio Branch, Bureau of Public Relations, has been shifted temporarily to Hollywood as supervisor of the West Coast office while Jack Joy convalesces from two operations. Breckner replaced Capt. Mel Williamson in the West Coast supervisory capacity when latter returned to Washington, D. C. because of ill health. Joy, chief of the West Coast office, has been confined to the hospital since his appointment several months ago.

ASCAP Melon

TOTAL AMOUNT distributed to its members by ASCAP during the fourth quarter of 1943 was $1,420,000, the society has revealed although it did not make any statement as to the total gross income for 1943. It is estimated, however, that the amount derived from radio in ASCAP's gross income figure, when revealed, will be somewhat in excess of $3,000,000.

Xmas Sustaining

GOOD-WILL was beamed over the airwaves Christmas Day from WRBL Columbus, Ga. J. W. Woodruff Jr., executive manager and Weldon Herrin, manager, decided to cancel all commercial commitments on Dec. 25 to devote the entire schedule to programs originating at Ft. Benning. The Fort's public relations department, in cooperation with the WRBL special events department, built the programs, designed "to make Christmas more enjoyable for these men and women in the service."

NOW *look at* WMPS

C. E. HOOPER • Memphis Audience Measurements • Oct.-Nov. 1943

	Station 'B'	WMPS	Station 'C'	Station 'D'
MORNING INDEX 8:00-12:00 A. M.	10.1	35.8	26.5	27.0
AFTERNOON INDEX 12:00-6:00 P. M.	17.8	25.8	37.6	18.5
EVENING INDEX 6:00-10:30 P. M.	10.7	16.0	39.4	33.4

Blue and Mutual Station for Memphis

WMPS is under the same management policy as WCPO, Cincinnati, Ohio and WNOX, Knoxville, Tenn.

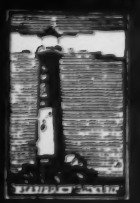
WMPS

THE MEMPHIS NEWS STATION

Affiliated with

THE MEMPHIS PRESS-SCIMITAR

REPRESENTED BY SPOT SALES



FIRST IN ALASKA

790 KC KFQD 1000 W
ALASKA BROADCASTING CO.
Nat. Rep.: Pan American Broadcasting Company
342 Madison Ave., N. Y. C.

The *Only*
BLUE
Network Station
Serving
the rich important
U. S. 34th
Metropolitan District
WFMJ
Youngstown, O.

WSLI
JACKSON
MISSISSIPPI
JACKSON
"DOUBLE-RETURN"
Market of the New South
Jackson—Mississippi's 130-million dollar Metropolitan Market gives you (1) Immediate Results, and (2) Long Range Results. Let us explain!
Remember—WSLI offers you effective coverage of this 1944 "Mus." Market—at less cost!
BLUE NETWORK
WEED & COMPANY
NATIONAL REPRESENTATIVES

CBS
KTUC
1400 KC
250 WATTS
TUCSON
ARIZONA
AFFILIATED WITH
THE ARIZONA NETWORK
KOY, Phoenix - KSUN, Bisbee-Lowell
REPRESENTED BY JOHN BLAIR & COMPANY

Dancer-Fitzgerald-Sample Inaugurated With New York, Chicago, L. A. Offices

IN THE OFFICES formerly occupied by Blackett-Sample-Hummert, LaSalle-Wacker Bldg., 221 N. LaSalle St., Chicago; 247 Park Ave., New York; Taft Bldg., Hollywood, the Dancer-Fitzgerald-Sample organization got under way officially Jan. 1.

Among the personnel of Dancer-Fitzgerald-Sample are 206 persons formerly in the employ of Blackett-Sample-Hummert, Chicago, New York and Hollywood. H. M. Dancer, president, J. G. Sample and C. L. Fitzgerald, vice-presidents of Blackett-Sample-Hummert, are now partners operating the Dancer - Fitzgerald - Sample agency.

Some of the key personnel handling specific accounts are: Paul Keenan, formerly assistant to the president, who becomes treasurer of Dancer-Fitzgerald-Sample; David Brown, Robert F. Hussey and James S. Lind, who handle the Procter & Gamble Co. Oxydol account; Kenneth F. Beirn, handling Dreft, Procter & Gamble account;

Mr. Fitzgerald

Mr. Dancer

Thomas L. Greer, Gold Medal Kitchen-tested Flour and Kix, General Mills; Joseph Greeley, Cheerioats and Softasilk, General Mills; A. O. Meyer, heading merchandising activities for the company, and with Procter & Gamble and General Mills accounts; Andrew W. Neally, Falstaff Brewing Corp; Charles L. Hotchkiss, radio director on the Falstaff account; J. James Neale, radio time buying director; C. A. Wolcott, director of research and media; Paul K. Flavin, space buyer for Procter & Gamble, Continental Illinois Bank and Trust Co., and American Home Products; J. L. Snodgrass, space buyer for General Mills Inc., and Falstaff.

The radio billing, long a successful enterprise of Blackett-Sample-Hummert, will be taken over for the greater part by Dancer-Fitzgerald-Sample. Daytime programs aired for many years will continue to be produced in the same offices and with the same personnel who have handled them in the past. Frank and Anne Hummert, who have been important in the radio industry for many years, plan to devote their entire time to developing and planning radio programs.

Radio supervisors handling Procter & Gamble and General Mills production are Carl Stanton, Roy Winsor, Philip Bowman and George Stellman.

Art directors with individual responsibilities on various accounts are A. F. H. Armstrong, Stuart Rae and Frank Livingston. Copywriters in this field are James Tennyson, Norman Graham, Hazel Gwynn and J. C. Bridgewater—copy chiefs or copy group heads—and Bruce Baker, Eugene Powers, Ruth Bond, Catherine Haynie, Glen Shears, Jane Krause, Dorothy Smith and Ruth Moyle.

In the Dancer-Fitzgerald-Sample

Mr. Keenan

Mr. Sample

New York office, the Sterling Products Co. account is handled by George G. Tormey and Robert A. McNell—account executives—and Bertram H. Carter, Frank A. Kearney, James Duffy — account executives on American Home Products. Also in the New York office are: Joseph I. Palistrant, head of merchandising activities; Erwin D. Swan, copy chief; William Irwin, art director heading a staff of writers and artists including: Edward McCormack; John F. LaFarge; Alice Coulter; Emerich Takach; Edward J. Bravo and B. Dexter Freeman.

In Hollywood, James West is manager of the office of Dancer-Fitzgerald-Sample and Anne Parks is in charge of talent.

NIELSEN COVERAGE SURVEYS EXPANDED

A. C. NIELSEN Co., Chicago, after a year of commercial operation with the Nielsen radio index, serves two networks, 20 manufacturers and 23 advertising agencies. The 1,000 Audimeters are located in the eastern half of the country. Networks are CBS and NBC and the manufacturers are:

Procter & Gamble, General Foods, Sterling Drug, Lever Bros., General Mills, Miles Labs., Colgate-Palmolive-Peet, Coca-Cola, Andrew Jergens Co., Emerson Drug Co., Kellogg Co., General Electric, duPont, Carter Products, Standard Oil of N. J., Pepsodent, Barbasol, Musterole, Lydia E. Pinkham and R. B. Semler.

Among the agencies are: Blackett-Sample-Hummert, Erwin, Wasey & Co., Ruthrauff & Ryan, Young & Rubicam, Benton & Bowles, Batten, Barton, Durstine & Osborn, Wade Adv. Agcy., Ted Bates, Inc., D'Arcy Adv. Co., Compton Adv., Biow Co., William Esty & Co., Foote, Cone & Belding, Foster & Davies, H. W. Kastor & Sons Adv. Co., Kenyon & Eckhardt, Knox Reeves Adv., Lennen & Mitchell, Marschalk & Pratt, Pedlar & Ryan, Sherman & Marquette, Small & Seiffer and J. Walter Thompson Co.

Nielsen's service includes detailed breakdowns on program listening habits. Other types of data are general listening habits, program ratings, program analyses and station coverage. Program analyses is divided into audience turnover, gains and losses for each minute of broadcast, frequency and duration of listening.

BLACKETT AGENCY OPENS IN CHICAGO

HILL BLACKETT AGENCY on Jan. 1 will start in Chicago in the same building as the former Blackett-Sample-Hummert, 221 N. LaSalle St. Approximately 50 staff members of the original B-S-H organization will comprise the Blackett agency.

Principal executives, headed by Hill Blackett, are Robert G. Wilson, Kenath T. Sponsel and Marvin Harms. Also included are Lloyd C. Nelson and J. R. Lieber, treasurer and secretary at B-S-H; Vaugn M. Jones, production manager; Alan Wallace, radio production; Henry Rahmel, technical radio supervisor; George F. Drake, account executive; and Don Digman, art director.

According to Mr. Robert G. Wilson, Blackett executive, definite agency accounts are Wander Co. (Ovaltine), Axton-Fisher Tobacco Co., A. E. Staley Mfg. Co., Club Aluminum Products Co., and Brach Candy Co.

Seaboard Schedules

SEABOARD FINANCE Co., Los Angeles (investment), with increased appropriation and a reshuffling of schedule, is sponsoring a varied series of newscasts, spot announcements, live and transcribed programs on 15 stations nationally, as well as a Pacific Coast network news period. Quarter-hour and five-minute newscasts are utilized on KSFO KPO KFI WJHP WMBG WSLS, with time signals on KPHO KWJJ KXL KRSC KEVR. Firm's spot announcement schedule includes KROY WGKV WMBG, with musical programs on WSLS WLVA. Seaboard sponsors a five-weekly 60-minute variety show on WLVA and the transcribed Roy Rogers on WMDR. Finance company also recently started a five-weekly five-minute newscast featuring George Irwin on 8 BLUE Pacific stations. Smith & Bull Adv., Los Angeles, has the account.

Store Expands

RIPLEY CLOTHES, New York, which spent $1,000 a week on radio last year, will double its appropriation in 1944, according to Bodley Co., New York, agency in charge. Now operating six men's clothing stores in the New York Metropolitan area, the firm is increasing radio advertising in conjunction with the projected addition of eight new branches, and to take advantage of the good market conditions. A local schedule, which will include a news commentary, spot announcements, and a studio program on three New York stations, will get underway around the middle of January.

Caverly's Primer

DON P. CAVERLY, commercial engineer of Sylvania Electric Products, has written a *Primer of Electronics* [McGraw-Hill Book Co., 1943 $2]. Mr. Caverly gives an explanation of the basic principles of electric current magnetism, and electro magnetic radiation, with a concluding section on basic electronics.

FOR ACTION IN ANY LANGUAGE

MICHIGAN is the only state of major industrial importance in which you can cover 70 per cent of all the people over a 250-watt station.

Using WJBK, you can do just that. In fact, many national advertisers are doing it effectively*, right now. Some of them have been doing it for over a period of years.

By scheduling WJBK, in foreign language or English, they extend and *clinch* their coverage of the teeming Michigan market, nearly three-quarters of which is concentrated in and around Detroit. Wage-earners in this area today are dividing payrolls that account for war production valued at *ten billions a year.*

You get action in any language—high-power-station coverage at low-power-station cost—when you use

DETROIT'S LEADING INDEPENDENT STATION

WJBK

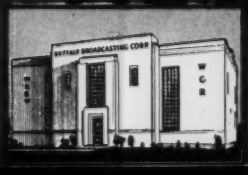
JAMES F. HOPKINS, INC.

***AMONG THEM:**

Cadillac
General Motors
Grove Laboratories
Pillsbury Mills
Palmolive
Griffin Shoe Polish
Quaker Oats
True Story Magazine
Musterole Super Suds
Tastyeast Rinso
Virginia Dare Wildroot
R.C.A. Ward Baking
Marvel Cigarettes

WJBK carries more National Advertising than any other 250-Watt station in the country—greater total volume, too.

1490 Kilocycles • 250 Watts • 24 Hours a Day

WGR
5,000 WATTS
950 K. C.
Buffalo's Most Powerful Transmitter Plant
MUTUAL

BUFFALO BROADCASTING CORPORATION
National Representatives:
FREE & PETERS, INC.

Radio Advertisers

NEAL NYLAND, formerly assistant director of advertising and sales promotion of the Plymouth division of Chrysler Corp., has been appointed director of advertising and sales promotion of Nash Motors, while H. G. Little, who held the latter post advances to head Nash's public relations and post-war institutional advertising program. Mr. Little will also serve as special assistant to G. W. Mason, president of Nash-Kelvinator.

WALLACE J. RIGBY, formerly a merchandising director with Young & Rubicam, New York, has joined Libby, McNeill & Libby, Chicago (food products), as merchandising manager.

CHARLES M. LEMPERLY, director of sales and distribution and general manager of publicity of Sherwin-Williams Co., Cleveland, has been elected a vice-president.

BURGESS BATTERY CO., Toronto, has named Stevenson & Scott, Toronto, as agency.

S & W FINE FOODS Inc., San Francisco, producers of coffee, canned goods and dried fruits, on Jan. 17 starts a UP news broadcast by Henry Gladstone, Monday through Friday, 10-10:15 a.m., on WOR New York. Business was placed by Samuel C. Croot Co., New York, agency for S & W's eastern division.

SHERWOOD C. CHATFIELD, formerly director of public relations of Bristol-Myers Co., New York, has been named director of personnel. His former post has been taken by George S. McMillan, previous secretary of the Assn. of National Advertisers.

NATIONAL SELECTIVE SERVICE, Toronto (government bureau) has started Sunday afternoon quarter-hour program *The People Ask* on CBL Toronto with questions and answers on labor and allied problems. Account was placed by John Adaskin Productions, Toronto.

RADIO will be used in advertising for WACS on the Pacific Coast. McCann - Erickson, San Francisco, has been appointed agency.

FLEETWOOD COFFEE Co., Chattanooga, Tenn., has named Nelson Chesman Co., Chattanooga, as agency. Radio plans are said to be included.

SERVICE LIFE INSURANCE Co., Omaha, Neb., has named as agency France & Duff, Omaha. Radio is said to be included.

FURS BY ROBERT, Detroit, has placed its account with Simons-Michelson, Detroit. Plans for radio are said to be included.

GRUEN WATCH Co., Cincinnati, on Jan. 1 started 18 transcribed time signal announcements daily, utilizing every hour on the hour time, on KMPC Beverly Hills. Contract for 52 weeks was placed through McCann-Erickson, New York.

G. BARR & Co., Chicago (Balm-Barr), has named Fogarty-Phelps, Chicago, as agency. Plans are said to include radio.

CLUETT, PEABODY & Co. of Canada, Kitchener, Ont., (Arrow men's furnishings) has placed its advertising with Young & Rubicam, Toronto.

GEORGE WESTON Ltd., Toronto (biscuits) has named Stevenson & Scott, Toronto, as agency.

STANFIELDS, Truro, N. S., (underwear) has named Stevenson & Scott, Toronto, as agency. No radio plans are ready.

Frank S. Reitzel

FRANK STRAYER REITZEL, 70, comptroller, a director, and assistant to the president of Sun Oil Co., died at his home in Swarthmore, Pa., Dec. 25. Mr. Reitzel became associated with the company after the First World War. He was active in the American Petroleum Institute.

FORD-HOPKINS Co., Chicago, (Eight-in-One Cold Tablets) quarter-hour program, *Music for Fun*, Tuesdays, Thursdays and Saturdays on WMAQ Chicago, will assume a new format. For the best answers received in a letter-writing contest, Ford-Hopkins will award six pair of Nylon hose. Also, Ford-Hopkins *A Bond For A Boy*, featuring letters of servicemen has been replaced by *Names Behind the News*. The five-minute participation is aired Tuesdays, Thursdays and Saturdays. Contract is for 26 weeks. Agency is H. W. Kastor and Sons Adv. Co., Chicago.

KNIT PRODUCTS Corp. of North Carolina, Belmont, N. C., has named Charles W. Hoyt Co., New York, to handle advertising of Vision hose, effective Jan. 1. No radio is planned for the present.

E. PRITCHARD Inc., Bridgeton, N. J., has named Bermingham Castelman & Pierce, New York, to handle advertising for Pride of the Farm Catsup and other food products. Radio may be used in the future, depending upon distribution.

New WHN Policy

IN LINE with a policy of presenting more and better programs in the sports, music and news categories, WHN New York, is discontinuing its mail order business, with present contracts to run only until their expiration dates, according to Herbert L. Pettey, director of WHN. Available time opened by the elimination of mail order business will be filled with live and recorded programs, and more emphasis will be placed on special events, current affairs and persons of note in the news. Typical examples of mail order business on WHN are Charm Kurl Co. for its wave set, and Vita Power Products Co. for Vita Plus gasoline tablets, both of which are advertised nationally.

WDAY Fargo, N. D., War Bond Caravan of 15 entertainers on Jan. 19 starts a Fourth War Loan campaign tour of six Minnesota towns and one in North Dakota, returning to Fargo Jan. 27.

RADIO DIVISION
LEHIGH STRUCTURAL STEEL CO.
17 BATTERY PLACE, NEW YORK, N. Y.
PLANT AT ALLENTOWN, PA
OFFICES IN PRINCIPAL CITIES

Stovin and Wright
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

Agencies

LOUIS G. SHIELDS, contact man at J. Walter Thompson Co., New York, and until recently a lieutenant in the Naval Reserve, has joined Pedlar & Ryan, New York, as assistant account executive, assigned to the P & G Canadian account.

JOE SCHOENFELD, associate editor of *Variety*, will leave the first of the year to join the William Morris agency, spending January in the New York office and then moving to the West Coast.

THOMAS WEATHERLY, former press agent and producer for the stage, on Jan. 1 joined the radio department of J. Walter Thompson Co., New York. Recently joining the copy staff of JWT is Gene Kuhne, former scriptwriter of BBDO, New York.

TED GREEN, associated with Chick Vincent, radio director, has been named head of the Frederick Bros. radio department, recently organized by the talent agency.

CARL POST, publicity associates, have moved to new offices at 366 Madison Ave., New York 17, N. Y. Associates of Mr. Post include Violet Post and Frances Stillman. Telephone number is Vanderbilt 6-3417.

ISABELLE RAWLS, until recently with the Botsford, Constantine & Gardner Agency, San Francisco, has joined Erwin, Wasey & Co., San Francisco, in the media and publicity department.

FREDERICK H. BENNING has opened advertising offices in the Russ Bldg., San Francisco. He was formerly associated with the Connor Co.

GEORGE H. MacDONALD, formerly of Richardson & MacDonald, Toronto, has joined the Toronto office of Stevenson & Scott, Montreal and Toronto. Since the Richardson-MacDonald agency was dissolved after the death of the senior partner, George MacDonald has been with the Toronto office of Walsh Advertising Co.

JAMES V. SPADEA, formerly publisher of *You* magazine, has joined the account management department of Kenyon & Eckhardt, New York as assistant to Dwight Mills, executive vice-president and radio director.

NEWBY, Peron & Fliteraft, Inc., Chicago advertising concern, effective Jan. 3 will be known as Newby & Peron, Inc. No change other than that of the name is involved. Eugene L. Fliteraft left the firm 2½ years ago.

JAMES WEBER, advertising manager of Armour & Co., Chicago has joined the Leo Burnett agency, Chicago, in an executive capacity. D. B. House, a member of Armour's advertising department, succeeds Weber as advertising manager.

W&D Names McCoy

HAROLD A. McCOY has been named production manager for general advertising at the Walker & Downing agency, Pittsburgh. The announcement, by William S. Walker, states that Mr. McCoy succeeds the late David C. Evans, who held the post for many years, and who died suddenly Dec. 9. Mr. McCoy had been advertising manager of American Fruit Growers Inc., and joined Walker & Downing when AFG moved to Chicago. For the past three years he has been active in the production and radio departments of Walker & Downing.

Mr. McCoy

'Sterling' Promoted

A TIMELY "trademark" campaign to run as a series of 12 advertisements in drug trade magazines during 1944 has been announced by Sterling Drug Inc., New York, which states the drive is the first it has run over the company's signature. Thompson-Koch, New York, is agency for Sterling, a leading radio advertiser of such products as Bayer Aspirin, Phillips' Milk of Magnesia, Dr. Lyons' toothpowder and Molle shaving cream.

MURIEL ARMOND, formerly of CBS New York, has joined Gerth-Pacific Adv., Los Angeles, as copy writer.

Pollack Opens Agency

J. JOSEPH POLLACK, account executive of J. R. Kupsick Adv., New York, for the last three years, on the first of the year opened his own agency at 122 East 42d St., New York, under the name Cromwell Adv. Agency Inc. Firm will handle radio business and will set up a special department for this purpose, according to Mr. Pollack, who will be in charge of radio activities in the interim. Announcement of personnel and accounts will be made at a later date. Before joining Kupsick, Mr. Pollack was for 11 years with Equity Adv., New York, in an executive capacity.

Colgate Renews

COLGATE - PALMOLIVE - PEET Co., Jersey City, which last year sponsored a combination spot campaign for Supersuds and Palmolive soap, using an average of some 30 announcements weekly on 75-100 stations throughout the country, is understood to have renewed the drive on a 52-week basis. Agency for Supersuds is Wm. Esty & Co., New York, while Ted Bates Inc., New York, handles Palmolive products.

Geyer in 'Liberty'

WHILE military leaders must base their strategy on the probability of a long war, businessmen must prepare for the sudden ending of hostilities, B. B. Geyer, president of Geyer, Cornell & Newell, says in an article in the Jan. 8 issue of *Liberty* magazine.

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS

Spartanburg, S. C.

Represented by Hollingbery

BIG in '43 ... BIGGER in '44!

1943 was a big year for WPAT . . . but '44 will be even bigger. That's because we're not satisfied to sit back and rest on our laurels. No sir... we're good enough business men to know that our greatly increased audiences must be pleased . . . *continuously.*

NEW PROGRAMS AND FEATURES WILL KEEP THEM LISTENING!

Sell your clients WPAT . . . the fastest growing station in the Metropolitan area.

RADIO STATION WPAT { PATERSON, NEW JERSEY • PARAMOUNT BLDG. NEW YORK

WKBW

50,000 WATTS

1520 K. C.

Buffalo's Most Powerful Transmitter Plant

COLUMBIA

BUFFALO BROADCASTING CORPORATION

National Representatives:

FREE & PETERS, INC.

REACH
MORE PEOPLE
MORE MONEY
MORE BUYING
than ever in the
SALT LAKE
MARKET
over
KDYL
UTAH'S NBC STATION
National Representative JOHN BLAIR & CO.

Purely PROGRAMS

PUBLIC SERVICE program heard over WGST Atlanta, *Plasma Patter*, designed to inform Atlantans of the great service rendered in donating their blood to the Red Cross, originates from the local Red Cross Blood Donor Center. Broadcast on an alternate schedule for almost a year, often as many as five time weekly, program consists of interviews and special features encouraging donations and convincing listeners how simple and painless is this method of sending your blood to war. Half-hour Pearl Harbor anniversary program helped raise 3,000-pt. quota for that day.

* * *

A 'Howler' Pays $10

AMATEUR comedians who think they can tell good jokes are given a chance to do so on *Can You Tell a Joke?*, Friday evening show on WMCA New York. The show pays $10 for a "howler"; $5 for a "smile"; and $2 for an "egg", while a $25 war bond is awarded the contestant called back to the program by the votes of the radio audience.

* * *

Child Actors

BELIEVING that boys and girls most enjoy stories dramatized by children of their own age, CHEX Peterborough, Ont., has organized *Story Book Train*, Saturday evening show with child actors playing roles in streamlined versions of old favorite fairy tales. Don Insley scripts and manages the program.

* * *

Wave Recruiting

WAVES, prospective Waves, naval heroes, and outstanding personalities in the national spotlight are featured on a new show which started on WAAT Newark, N. J., Dec. 22, to recruit Waves in northern New Jersey. Titled, *Your Date With the Waves*, program is heard weekly 10:15-10:30 p.m.

* * *

Drama Series

HOW PROBLEMS of a psychological nature created by character or environment are overcome is dramatized on a weekly half-hour program heard on NBC under the title *Stories of Escape*. First broadcast Dec. 27 dramatized the struggle of a young man to overcome a heritage of dishonesty.

* * *

On Pacific Blue

BUILT around plots suggested by listeners and with dialogue adlibbed on the spot, weekly half-hour series, *Deadline Dramas*, started on BLUE Pacific stations on Dec. 26, Sunday, 9-9:30 p. m. (PWT). Plot contributor is awarded $25 War Bond weekly.

THE Town Hall Music Committee, through the *Layman's Music Course* on WQXR New York will conduct a contest for suggestions on radio musical projects, and for best musical questions. Prizes total $300.

WKRC Sustainer

SUSTAINING group of programs just concluded on WKRC Cincinnati titled *Plans for Peace* will subsequently be replaced by a new Sunday evening sustaining series *Peace Table Plans*, which is now being planned by an advisory committee on informal education. Committee is composed of Cincinnati's top education and religious figures.

* * *

Open Letters

WMCA New York, has started a weekly quarter-hour series featuring "open letters" to public figures. Titled *Very Truly Yours*, the program is conducted by Jay Norman, formerly heard on Philadelphia and Washington stations, who addresses prominent leaders on subjects of public interest.

Studio Notes

WINX Washington, D. C., early morning program conducted by Jerry Strong originated on Christmas Day from Walter Reed Hospital, Washington, as a special 3½ hour holiday show for the wounded war veterans. Entertainment included WINX talent and soldier interviews.

KMYR Denver inaugurated its basketball season sports coverage with a direct wire remote of the College All-Star game at the Chicago stadium last month. Station also announces it will exclusively cover Denver's two big charity games in February and it will also cover the national AAU tournament.

TALENT staff of WKY Oklahoma City entertained wounded Oklahoma boys of the 45th division at Temple, Tex., on Christmas Day.

KMTR Hollywood recently added AP service to its news coverage.

WAOV Vincennes, Ind., is assisting in the promotion of funds for a loud speaker system for the new *USS Vincennes*.

ENTERTAINERS and staff members of WALL Middletown, N. Y., staged a special Christmas entertainment for the patients of the New York Municipal Sanitarium at Otisville, N. Y.

WHIO Dayton recently broadcast a special "War Manpower Forum" on which issues of the current manpower problem were presented by representatives of management, labor, and the WMC.

TEN-SECOND announcement on WPAT Paterson, N. J., calling for a volunteer with Type 1 blood for an urgent transfusion in nearby Clifton, brought 150 offers to the local police station during the following ten minutes. A half-hour later, transfusion completed and the patient recovering WPAT listeners had to be asked to desist from making further calls.

WHEN Wartime building restrictions permit, WHBF Rock Island, Moline and Davenport, Ill., will have new quarters in the former Rock Island Bank Bldg. Presently located in the Safety Bldg., Rock Island, WHBF has acquired the bank building and an adjacent lot.

A PENSION plan for the employees of the Canadian Broadcasting Corp. has been approved by the Canadian government and goes into effect at once retroactive to April 1, 1943.

SIXTEEN SPECIAL Christmas eve and Christmas morning programs, totaling approximately 5½ hours, were sponsored on KLX Oakland, Cal., by one of Oklahoma's leading department stores, Capwell, Sullivan & Furth. Discussing plans for the party are (l to r): Cy Western, advertising director of Capwell, Sullivan & Furth; Santa Claus; Adriel Fried, KLX general manager; and Barney Schnitzer, retail merchandising director of Garfield & Guild, agency handling the account.

Grelva Planning

GRELVA Inc., New York, through its newly-appointed agency, Blackstone Co., New York, is planning a spot campaign for Crashe, an all-purpose skin lotion. Marking the first use of radio for the product, now on the market two years, Grelva will concentrate in the South for the initial campaign, starting spot announcements on three stations in Texas and Louisiana Jan. 10. Drive will extend to the East in the next four to six months. Newspapers are being used. National "slick paper" magazines may be added at a later date.

Firestone Tour

DURING January and February, the *Voice of Firestone* program, sponsored on NBC by Firestone Tire & Rubber Co., Akron, will go on tour, originating from Chicago, Houston, Los Angeles, San Francisco and New York. Itinerary for a continued tour in March has not been announced. Agency is Sweeney & James Co., Cleveland.

Treasury Star Returns

LITTLE JACK LITTLE, just returned with Ray Bolger from a 5½-month armed service entertainment tour of Pacific war theatres, resumes his war bond promotion *Treasury Program* Jan. 3 on the BLUE, Monday through Friday, 3:45-4 p.m. Show was previously heard 11:45-12 noon.

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts
620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

TROOPS TO BE HEARD IN 5-HOUR PROGRAM

WMCA Will Carry Voices Fr... Many Areas Saturday

A five-hour radio program d... ted to Christmas messages fro... ys of metropolitan New Yor... o are serving in war theatre... und the world will be broadcast ... 5 to 10.15 P. M. on Saturday ... Station WMCA, it was an... ed yesterday.

han Straus, who recent... ased the station ... egular ...

WMCA, N. Y., Spending $10,000 for 5-Hr Xmas Show to Airwave GI Greeting

One of the most ambitious special broadcasts ever staged by an indie is being lined up by WMCA, N. Y., to run for five hours Christmas night during which holiday ma... of the globe on Christmas. And WMCA, in one of the ambitious programs ever att... ed, will feature a five-hour ... cast fro...

TIDINGS . . .

This Christmas WMCA came forth with a present, a precedent and a promise . . .

The present gave New York an astounding five-hour round-the-world broadcast of special greetings from local servicemen in action overseas . . .

The precedent created a distinguished new standard for independent broadcasting, proved what an aggressive station can accomplish *alone* . . .

The promise assured New Yorkers that this is merely the beginning of a great era in WMCA showmanship . . .

Watch the pacemaker. WMCA is on its way!

FIRST ON YOUR DIAL **wmca** NEW YORK FIRST IN SHOWMANSHIP

HEARD AND OVERHEARD

From the War Zones

Servicemen from New Yo... New Jersey and Connecticut w... are stationed overseas will ge... chance to send greetings home... Christmas Day during a five-... broadcast over WMCA (5... Pickups from ...

WMCA to Bring Yule Gre... From City's Soldiers to Fa...

Christmas greetings from New York service men stationed in all parts of the world will be featured on Christmas in a five-hour broadcast by WMCA in co-operation with the American Red Cross, the United Service Organizations and the War Department, it was announced yesterday by ... under the supervisio... Department. Broadc... combat areas will b... the Red Cross, while ... will supervise those ... States territory and o...

For the benefit of ... friends who fail t... ...roadcast, a r... ...anscription ... at midnigh... ... are being r... ...amily reque... ... copy of.

RADIO DAILY

WMCA 5-Hour Show To Air New Yorkers Now Overseas

WMCA's Five-Hour Show

MORE SHOWS

"Hello Sweetheart"
(Ivoryne Gum)
Saturday 4:45-5:00 P.M.

"Star For a Night"
(Adam Hat)
Friday 8:00-8:30 P.M.

Boston Symphony Concert
(Allis-Chalmers Co.)
Saturday 7:30-8:30 P.M.

MORE NEWS

Leon Henderson
(O'Sullivan Heels)
Saturday 5:45-6:00 P.M.

Rodriguez and Sutherland
(Monday thru Friday—1.00-1:15 P.M.)
Blue Network Co-op—Available

AND - - MORE AUDIENCE ON—

WINN LOUISVILLE with WINN

Your BLUE NETWORK STATION in LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager

G. F. "Red" Bauer
Sales Manager

Radio Homes

(*Continued from page 10*)

radio, out of a total of 34,854,532 occupied dwelling units.

The OCR survey [BROADCASTING, Dec. 20] indicated that approximately one per cent of the now more than 36,000,000 U. S. families purchased a new radio set during 1943, while another one per cent bought a used set. This would add approximately 700,000 sets to the total in use, which the OCR study places at 46,159,360 home type receivers, not including auto or portable sets. Mr. Caldwell's estimate of sets in use including auto radios and portables, is 57,000,000, of which 46,000,000 are listed as home sets, a figure corresponding closely to the one reported by OCR. It represents a reduction from 59,340,000 reported last year.

Retail Trade Hit

The increase in radio homes, together with a decrease in total of sets in use, are both accountable on the basis of wartime conditions and developments. It would appear that the large number of sets made in recent years, taken into consideration with the normal growth in number of families since the 1940 census, and the breaking up and moving of households due to the war, would have the effect of distributing the supply of receivers among more families. It would also appear that the age of the average set in use is younger than might have been concluded on the basis of last year's figures.

Retail radio business is shown by the figures to have been hard hit by war restrictions dating from the April, 1942 WPB order to manufacturers to convert their operations to 100% war production. Total retail sales of reception equipment are given as $60,000,000, compared with $360,000,000 in 1942. Civilian tubes accounted for $19,000,000 in sales, for a total of 17,000,000 manufactured. Blanks appear in the columns for civilian sets made in 1943.

CIVILIAN RADIO SALES, 1943

	Number	*Value*
Total Sets Manufactured	None	None
Sets Exported	Not reported	Not reported
Auto Sets Manufactured	None	None
Total Civilian Tubes Manufactured	17,000,000	$19,000,000
Total Reception Equipment		$60,000,000
Phonograph Records	120,000,000	$52,000,000

Annual U. S. Radio Bill

Sales of Time by Broadcasters, 1943	$215,000,000
Talent Costs	45,000,000
Electricity, batteries, etc. to operate receivers	200,000,000
17,000,000 Civilian receiver tubes	19,000,000
Radio parts, supplies, etc.	60,000,000
Phonograph Records	52,000,000
Servicing radio sets	50,000,000
TOTAL	$641,000,000

Radio Sets in Use

	Jan. 1, 1944
U. S. Homes with Radios	30,000,000
Secondary Sets in Homes	16,000,000
Battery Portables	3,000,000
Auto Radios	8,000,000
Total Sets in U. S.	57,000,000

Lewis to WJR

HOWARD LEWIS has joined WJR Detroit, from the central news division staff of CBS to handle newscasts for Sweetheart Soap and the Penn Tobacco Co. Lewis, whose real name is Howard L. Emich, was formerly with the UP radio dept. in Chicago and Indianapolis. He was assistant to Bert Wilson this fall on the Chicago Bear pro football broadcasts. News period for Penn Tobacco is 7 a.m. daily; 8 a.m. daily for Sweetheart Soap.

Miles News on WGN

MILES LABORATORIES, Elkhart, Ind. (Nervine), on Jan. 3 began sponsorship of a quarter-hour news program Mondays through Saturday, on WGN Chicago. Contract is for 26 weeks. Agency is Wade Adv., Chicago.

Cribb Manages WHBL

WAYNE W. CRIBB, formerly manager of WHBL Sheboygan, Wis. for several years, has joined KHMO Hannibal, Mo. as general manager.

more in . . . .

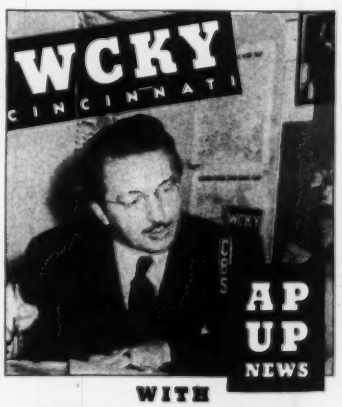
'44

at Newest YANKEE-MUTUAL Station
RAMBEAU-BANNAN, Representatives

WHEB

Portsmouth, New Hampshire

The Listening Habit of Coastal New England



WITH
REX DAVIS
4 TIMES DAILY

Fourth Loan and Rubber Conservation Feature OWI Plans, Week of Jan. 24

MESSAGES on the Fourth War Loan continue to lead the campaigns on the OWI Domestic Radio Bureau schedule for the week beginning Jan. 24, with announcements to be carried under the National Spot plan in addition to those allocations listed the previous week. As announced earlier, all transcriptions on the Station Allocation Plan are now 50 seconds in length and available for sponsorship.

Every allocation plan of the OWI is to be called into action as the Fourth Loan enters its second week. Network programs, Special Assignments allocations, Special Events and Special Transcriptions will back up the announcements to be broadcast for the campaign.

One new subject is scheduled for the week of Jan. 24—Rubber Conservation. Messages carried on the Network Allocation plan will stress the fact that military needs for tires and other rubber products are far heavier than could be anticipated while the manpower shortage holds back full production. Listeners will be urged to conserve their tires by careful driving, regular inspection and recapping when necessary.

Station Announcements for the week, besides those for War Bonds, are devoted to the Womanpower, Wartime Nutrition, and Conserve Gasoline campaigns. Spots for Womanpower are designed to urge women not employed to take jobs in war plants or in essential war-supporting industries to meet ever-increasing demands for workers.

Wartime Nutrition spots accent the Food Fights for Freedom theme by urging sound nutrition practices in the interest of meeting the problem of wintertime shortages of certain foods in many sections of the country.

Playing square with gasoline rationing is the theme of spot announcements prepared for the Conserve Gasoline campaign.

WLW SALES MEET TO BE IN CHICAGO

SEMI-ANNUAL SALES meeting of WLW Cincinnati takes place in Chicago Jan. 7 to 9. Representing WLW's Cincinnati office are: J. D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting; R. E. Dunville, vice-president and assistant general manager, broadcasting division; H. M. Smith, sales manager; Madison Heartman, assistant to Smith; Herbert Flaig, commercial traffic manager; A. R. Griffes, director of merchandising; M. F. Allison, promotion director; S. R. White, assistant to Allison; H. R. Chamberlain, program director.

Those attending from WLW's New York office are: Warren Jennings, Eldon Park, George Comtois, Bernard Musnick, Mary Walsh. Fred Ball will represent the Washington office, and remaining in Chicago are George Clark, Charles Kennedy and William P. Robinson.

Johnson Succeeds Beatty As WFA Ad Director

J. SYDNEY JOHNSON, on leave as merchandising director of National Biscuit Co., has been appointed advertising director for the War Food Administration's educational programs, succeeding Vernon D. Beatty, who returns to his post as advertising manager of Swift & Co.

The announcement, from Marvin Jones, WFA Administrator, credited Mr. Beatty with setting up and carrying through the advertising campaign for the initial Food Fights For Freedom drive in November.

Mr. Johnson directed the promotion of the 1943 FFFF program through wholesale and retail trade channels, with trade meetings throughout the country. Working with Charles G. Mortimer of General Foods, who is War Advertising Council coordinator of food programs, Mr. Johnson is now readying a March drive on behalf of low-point and no-point foods to relieve pressure on foods in short supply.

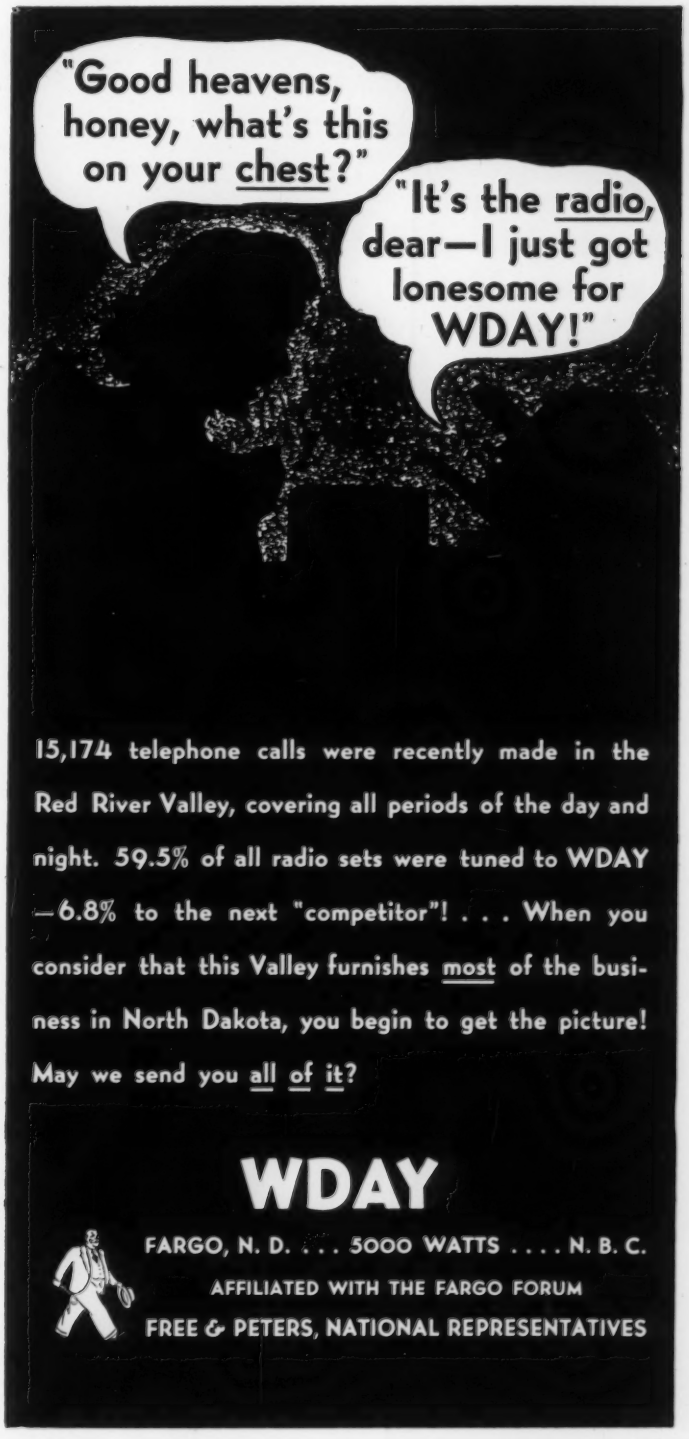
KOME Tulsa, has appointed Joseph Hershey McGillvra Inc. as exclusive national representative, effective Jan. 1.

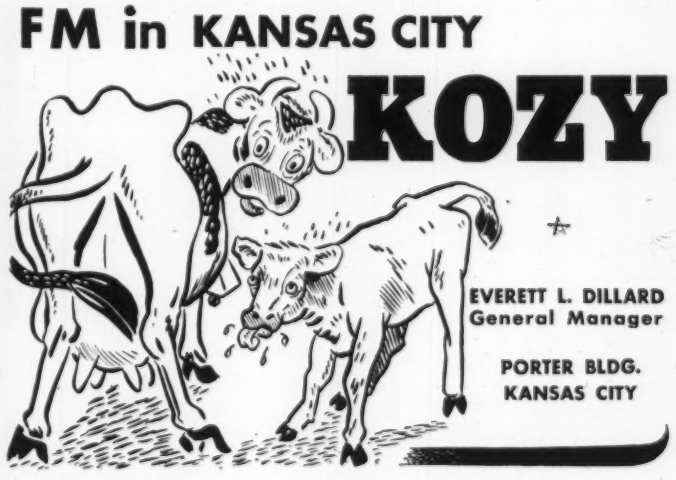
OWI PACKET, WEEK JAN. 24

Check the list below to find the war message announcements you will broadcast during the week beginning Jan. 24. All station announcements are 50 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Fourth War Loan	X	X	X	X	X	X	X
Womanpower	X	--	X	--	X	--	--
Conserve Gasoline	--	--	--	X	X	--	--
Wartime Nutrition FFFF	--	X	X	--	--	--	--
Rubber Conservation	X	--	--	--	--	--	--

See OWI Schedule of War Messages 92 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.


"Good heavens, honey, what's this on your chest?"
"It's the radio, dear—I just got lonesome for WDAY!"
15,174 telephone calls were recently made in the Red River Valley, covering all periods of the day and night. 59.5% of all radio sets were tuned to WDAY —6.8% to the next "competitor"! . . . When you consider that this Valley furnishes most of the business in North Dakota, you begin to get the picture! May we send you all of it?
WDAY
FARGO, N. D. . . . 5000 WATTS . . . . N. B. C.
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NATIONAL REPRESENTATIVES



LaRoche, 'Time' Buy in Blue

(*Continued from page 11*)

general manager of KGKO Fort Worth, BLUE affiliate, elected recently as representative of the network's affiliated stations. Messrs. Anderson, Priaulx and Wood were associated with Mr. Noble prior to his BLUE purchase.

Larsen's Statement

"This acquisition is a culmination of almost 20 years of Time Inc.'s interest in radio in one form or another—an interest that goes back to within a year and a half of the original founding of *Time*, the weekly magazine," Mr. Larsen said.

"The precise nature and extent of the association between *Time* and the BLUE will, of course, evolve gradually," he added. "Looking to the period after the war, it is the hope of both organizations that *Time's* news bureau will be able to make the services of its worldwide staff of foreign correspondents available on the BLUE network to supplement the network's own new services.

"Thus it can be said that we not view our BLUE network stock merely as an investment. Yet, at the same time, it should be made clear that Time Inc. will have no authority over or responsibility for any BLUE Network programs or policies—except for those programs, such as the present *Time Views the News*, which Time Inc. itself presents over the BLUE."

Carlton Brickert

CARLTON BRICKERT, 52, radio and stage actor, died in New York, Dec. 23, shortly after returning from a rehearsal for *Abie's Irish Rose*, the Procter & Gamble NBC program in which he played the part of "Father Whalen." Mr. Brickert had also been heard in *Story of Mary Marlin*, CBS, and *Portia Faces Life*, NBC, and served as announcer and actor on *Treasury Star Parade* programs. He had also done announcing on *Lum 'n' Abner* on BLUE.

'Esquire' on Blue

ESQUIRE Inc., Chicago (*Coronet*) begins approximately Jan. 24 with five minute programs Monday through Friday on 72 BLUE net stations. Program format has not been decided. Contract is for 52 weeks. Agency is Schwimmer & Scott, Chicago.

EDWIN C. HILL, news commentator, has joined the BLUE's *Fighting Coast Guard* show. He will speak from New York each Thursday, 7:30-8 p. m. on some activity of the Coast Guard.

AWARD PRESENTED annually by WCCO Minneapolis to the Minneapolis high school paper which makes the most effective presentation of radio news is here given by WCCO educational director Max Karl to Jeanne St. Onge, editor of the Central High *Times*, paper chosen winner for the second consecutive year. Judges are Fred Kildau, director of the National Scholastic Press Assn., and Tom Barnhardt, professor of journalism at the U. of Minnesota. Award consists of a set of books for the school journalism library to be selected by the staff of the Minneapolis Central High *Times*.

WHY—
Wives of Engineers Go Slightly Batty

WHY wives of radio chief engineers go berserk at times is explained in the following poem (author unknown) submitted by Carl E. Smith of United Broadcasting Co., operating WHK WCLE Cleveland and WHKC Columbus.

WHY

Listen, my children
And you shall hear
From a radio widow of a chief engineer . . .

While he figgers and triggers with maintenance work
You must forever in the distance lurk.
And of course on the nite you want to play Screeno
He's all tied up with a political "Nemo."
When you inquire if he wants steak or a fryer
His mind is on that bad amplifier.
He keeps the "ops" all in a fog
By griping consistently about the log.
Local talent simply drives him insane
When teaching the new boys how to "ride gain".
On Monday morning—just on a hunch—
He brings the inspector home for lunch.
He says that the station is in the red,
"Cause the manager hasn't a brain in his head."
You could be drowning in the middle of a lake
And he'd yell at the announcer for a station break!
When he constantly thinks of what mike to use
He just can't see why you "blow a fuse"!
You just get to sleep, and then by heck—
The alarm goes off for a frequency check!

But this is radio, children dear . . .
That's why I left my chief engineer.

Percy Hemus

PERCY HEMUS, 65, radio actor and former concert baritone, died in the RCA Bldg., Dec. 24, shortly after he was scheduled to appear on an NBC serial.

JUVENILE DELINQUENCY will be the chief concern of the Women's National Radio Committee this winter. The WNRC stated that its annual survey of radio programs will probably lay chief emphasis on such programs.

Noble Statement

(*Continued from page 11*)

chairman of the executive committee of the BLUE. Mr. LaRoche is a well-known leader in the field of advertising, particularly radio advertising. He was associated with Young & Rubicam, one of the largest advertising agencies, as chairman of the board for many years and played a leading role in the development of their radio department. He was the organizer and is at present the head of the War Advertising Council, the coordinating agency for contributions of the advertising industry to the war effort. Last year, in the annual advertising awards, Mr. LaRoche received the Gold Medal for distinguished services to Advertising. Mr. LaRoche's duties at the BLUE will be adjusted for the duration to enable him to meet his continuing responsibilities to the War Advertising Council.

"Mark Woods and Edgar Kobak helped launch the BLUE on its independent career and have been largely responsible for the remarkable growth shown over the past two years. I am glad that to their management duties are now to be added financial responsibilities as stockholders.

"These transactions leave me with substantial control of the shares of American Broadcasting System Inc., which I intend to hold for an indefinite period. However, I have in mind, at some later date when I have obtained fuller knowledge of the enterprise and can measure the risk involved in equity ownership, to invite participation by other management officials, fellow members in affiliated stations and possibly the public. In all probability, such shares would be offered by the company and not by any of the present stockholders."

SESAC Clearances

DURING November SESAC cleared over 600 compositions for advertising agencies on their transcribed programs and for the library services, according to the SESAC monthly service bulletin.

Top teams receive "Bowl" invitations. When it comes to "Bowl" selections of markets, WTAG draws the assignment in Central New England. Advertisers know this station as the one sure way to score in the Worcester market of over 500 different industries.

Strong in every position? Yes, WTAG both demands and commands the audience — with news, the only Central N. E. station with complete local news coverage — with stronger field intensity and therefore greater coverage — with the CBS array of entertainment, and with the audience dependency for all special events in the area.

BASIC COLUMBIA

PAUL H. RAYMER CO.
National Sales Representatives

Associated with the Worcester Telegram-Gazette

WBNX
5000 Watts

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

New York City

FOR OFFENSE • FOR DEFENSE
BUY U.S. BONDS TODAY

Plotkin Is Named David's Successor

Shuebruk Is Promoted to Be Assistant to Gen. Counsel

APPOINTMENT of Harry M. Plotkin, FCC attorney for three years, as assistant general counsel to fill the vacancy created last month with enlistment of Nathan H. David in the Navy, was announced last Tuesday by the FCC. Mr. Plotkin will continue in charge of the litigation and administration division, a post he has held since last fall.

The Commission promoted Peter Shuebruk to be assistant to the general counsel, Charles R. Denny, Jr., filling the David vacancy. Mr. David was assistant general counsel without portfolio.

Mr. Plotkin, a resident of Chicago, graduated magna cum laude from Harvard Law School in 1937. From 1937 to 1940 he was with the Chicago law firm of Topliff & Horween. He became chief of the litigation and administration division in October 1942. A native of Athol, Mass., he is married and has two children.

Mr. Shuebruk was graduated magna cum laude from Harvard where he was an editor of the *Law Review*. After graduation he served with the Boston law firm of Ropes, Gray, Best, Coolidge & Rugg. He came to the FCC June 1, 1942 as assistant to the chairman. A native of Hull, Mass. he is married and has two children.

MR. PLOTKIN

Tracy-Locke-Dawson NY Geyer, Cornell & Newell Merge Accounts Jan. 1

GEYER, CORNELL & NEWELL, New York, and the New York office of Tracy-Locke-Dawson on Jan. 1 will become affiliated, with the principal accounts of the latter agency to be handled by Geyer, Cornell, which continues its headquarter offices at 745 Fifth Ave.

Joseph M. Dawson, president, and Manfred Darmstadter, vice-president of Tracy-Locke, will join the staff of Geyer, Cornell as executive committee chairman and associate copy director, respectively. According to the announcement, officers and other personnel from Tracy-Locke will be shifted under the merger, but no details about Tracy-Locke's radio department, whose director is William Rose, could be obtained.

The Tracy-Locke accounts to be handled by Geyer, Cornell & Newell after Jan. 1 include Continental Oil Co. for Conoco Products, and the Super Pyro Anti-Freeze Division of U. S. Industrial Chemicals. The Dallas office is unchanged.

Godwin Protests

A PROTEST that the Office of War Information was discriminating against radio reporters was made last Thursday night by Earl Godwin, BLUE Network commentator. Mr. Godwin specifically complained against a 9 p.m. release date set by OWI on a story issued by the War Food Administration announcing that the Government was taking over all chickens in cold storage. Mr. Godwin said that he had protested in vain to OWI that the large rural audience was being denied news.

Burke Leaves State Dept. Communication Position

THOMAS BURKE, chief of international communications for the State Department., resigned Jan. 1, and is understood to be returning to a private business career. He had been head of the division since 1938, assuming the post when the division was created.

Mr. Burke handled international radio circuits and the uncovering of clandestine Nazi radio operations in Latin America. He is credited with establishing close relations with the Army and Navy, and concentrated on building up the aviation activities of his division, related to the present world-wide network of U. S. air transport.

Possibility of a separation of the International Communications Division into three divisions—for shipping, aviation and communications, is involved in the naming of a successor to Mr. Burke. The present head of the communications branch is Assistant Chief Francis C. deWolf.

Miller Views 1943

"1943 SHOWED radio what it is fighting for," Neville Miller, president of NAB, said in a year-end statement last week. "A powerful instrument of free speech, operated in the interests of the people and waging a valiant battle to win the war, found itself threatened with the loss of the very freedom it was championing." Pointing to the May 10 decision of the Supreme Court, he said the industry had lost no time in seeking new legislation from Congress.

KFEL Suit Pends

A SUPREME COURT decision may determine whether a newspaper is obligated to publish radio program listings, it became evident last week when attorneys for both sides in the KFEL vs *Denver Post* case announced they were prepared to carry the case to the highest tribunal, if necessary. District Judge George A. Luxford last Tuesday took under advisement motions by the *Post* to dismiss suit brought by KFEL.

THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

representing

KTHS	Hot Springs, Ark.
KWKH	Shreveport, La.
KTBS	Shreveport, La.
WCPO	Cincinnati, Ohio
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KTBC	Austin, Texas
KRIC	Beaumont, Texas
KRIS	Corpus Christi, Texas
KRLD	Dallas, Texas
KXYZ	Houston, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.

WJZ Now at Lodi

AT 6 p.m. Jan. 2, WJZ New York outlet of the BLUE, began official operation with its reconstructed transmitter at Lodi, N. J., new location chosen to replace the Bound Brook, N. J., site, acquired by the OWI last fall for a Government shortwave station. Since the start of construction at Lodi last August, WJZ has been transmitting from Kearney, N. J. The 640-foot transmitter is expected to give better reception, particularly in the Manhattan area. In a half-hour prededication broadcast from, 4-4:30 p.m. on Sunday, WJZ reviewed its history since the first days of broadcasting back in October 1921.

In Kansas City

the Swing is to WHB

SKI YOUR EYE to the Hooper Index below. Observe WHB in *strong second place all day*...only 4.3 below Station "C" in the morning; only 5.4 below Station "D" in the afternoon. At WHB's low rates, and with some highly desirable availabilities open, "Your Mutual Friend" is certainly the best buy in Kansas City! Available February 7, 1944: "The World's Front Page", five quarter-hours weekly at 6:15 p.m., following Fulton Lewis, Jr. Ask Don Davis for details.

KEY STATION for the KANSAS STATE NETWORK

Kansas City, Missouri • Wichita, Kansas • Salina, Kansas • Great Bend, Kansas • Emporia, Kansas

MONTHS: OCTOBER-NOVEMBER, 1943

HOOPER STATION LISTENING INDEX

TOTAL COINCIDENTAL CALLS — THIS PERIOD 14,643

	Station A	Station B	Station C	Station D	WHB	Station E
MORNING INDEX MONDAY THRU FRI. 6-12 A.M.	10.2	9.3	31.0	15.6	26.7	6.0
AFTERNOON INDEX MONDAY THRU FRI. 12-6 P.M.	13.0	7.0	22.8	30.2	24.8	1.6

NOTE: No interviewing conducted during the World Series broadcasts is included in this report.

NEW RIPLEY SHOW TO START ON MBS

GRACIE FIELDS, English comedienne, will go off the air after the Jan. 14 broadcast of her Mutual program for American Cigarette & Cigar Co., and the Monday-through-Friday 9:15-9:30 p.m. period on that network will be filled by AC&C with Bob Ripley's *Believe It or Not* program. Miss Fields, who shifted to Mutual from the BLUE for a new show upon returning from an overseas tour last fall, is said to be giving up the network program so she can devote herself more fully to war work.

Bob Ripley's show, continuing in the 9:15 spot on more than 200 MBS stations starting Jan. 17, will originate at WOR, Mutual's New York affiliate. Each day the cartoon creator and collector of oddities of information, will match the news headlines with a story relating to the point where the news occurred. Twice a week the program will present actual participants in some real-life incident described by Mr. Ripley, who will also answer questions sent by U. S. fighting men through V-mail.

Thomas' New Post

C. L. (Chet) THOMAS, who became manager of KXOK St. Louis Dec. 1, took over a newly-created post. He did not succeed Clarence G. Cosby, who was sales manager of the station and who left to become general manager of WINS New York [BROADCASTING, Dec. 20]. General manager of KXOK is John C. Roberts, now on active duty as a lieutenant commander in the Navy who has held that post since KXOK went on the air in 1938. BROADCASTING regrets the error.

Sun Oil to NBC

SUN OIL Co., Philadelphia, on Jan. 24 shifts Lowell Thomas from 24 BLUE stations to 29 NBC stations, Monday through Friday, 6:45-7 p.m. Agency is Roche, Williams & Cunnyngham, Phila.

New Post for Biggar

GEORGE C. BIGGAR, former program director of WLW Cincinnati, has been named assistant to the vice-president and general manager in charge of employe relations. Mr. Biggar went to England last autumn as guest of the British Information Service.

Lent Resigns RCA Post, Will Engage in Practice

WORTHINGTON C. LENT, assistant engineer-in-charge of RCA Frequency Bureau, headquartered in Washington, has resigned his post effective Feb. 1, 1944, to engage in a consulting radio practice in Washington. For several months he will be occupied in fulfilling prior commitments it was announced, after which he will announce his future plans.

Mr. Lent

Mr. Lent joined RCA in 1935 after having been engaged in his own radio manufacturing business in Richfield, N. J. He was promoted to the Frequency Bureau position after having served as allocations engineer for NBC for several years.

Hackathorn Named VP

K. K. HACKATHORN, sales manager of WHK-WCLE Cleveland, has been appointed to be a vice-president of the United Broadcasting Co. He assumes charge of Cleveland sales, it was announced last week. Mr. Hackathorn, who formerly was classified advertising manager of the *Cleveland Plain Dealer*, has been associated with WHK-WCLE since 1938, it was stated.

Mr. Hackathorn

Joe Miller in Navy

JOSEPH L. MILLER, Labor Relations Director of the NAB was to leave the association Dec. 31 to be inducted as an apprentice seaman, third class, in the U. S. Navy. Mr. Miller, 36, is the father of two children, age 4 and 6. Before joining the NAB, he was labor correspondent of the Associated Press in Washington.

Mr. Miller

FLASH! The shortest distance to profitable results in California's billion-dollar market and western Nevada is *The Beeline*

McClatchy Broadcasting Company
Sacramento, California

Robert A. STREET, National Sales Manager
Paul H. RAYMER CO., National Representatives

Broadcast Stations Identified With Newspaper Ownership

Revised to January 1, 1944; Copyright 1944 by Broadcasting Publications, Inc.

The following tabulation, showing newspaper ownership or affiliation of standard broadcast stations in the United States, Hawaii and Alaska, is based on information procured from the operating companies or from official sources. Minority interests are indicated where the information was available.

ALABAMA

WHMA, Anniston—Licensed to Harry M. Ayers, publisher of *Anniston Star.*

WSGN, Birmingham — Licensed to The Birmingham News Co.; 95% of stock owned by Victor Hanson, publisher of *The Birmingham News* and *The Birmingham Age-Herald,* same ownership as *The Huntsville* (Ala.) *Times.*

WAGF, Dothan — Licensed to Dothan Broadcasting Co.; Horace Hall, partner, is publisher of *Dothan Eagle.*

WSFA, Montgomery—Licensed to Montgomery Broadcasting Co. Inc.; one-third interest owned by R. F. Hudson, publisher of *Montgomery Advertiser;* one-third by Howard E. Pill, general manager; one-third by H. S. Durden.

ARIZONA

KTUC, Tucson—Licensed to Tucson Broadcasting Co; 69 out of 300 shares of stock owned by Burridge D. Butler, publisher of *The Prairie Farmer,* Chicago, and owner of WLS, Chicago, and KOY, Phoenix; 69 shares each owned by Glenn Snyder and George Cook, WLS.

KCRJ, Jerome—Licensed to Central Arizona Broadcasting Co.; 59% of stock owned by Mrs. W. P. Stuart, wife of publisher of the *Prescott* (Ariz.) *Courier.*

KOY, Phoenix — Licensed to Salt River Valley Broadcasting Corp., 70% owned by Burridge D. Butler, publisher of *The Prairie Farmer,* Chicago, and *Arizona Farmer,* Phoenix; also owner of WLS, Chicago.

KTAR, Phoenix—Licensed to KTAR Broadcasting Co.; 77.3% of stock owned by Arizona Publishing Co., publishers of *Phoenix Arizona Republic* and *Phoenix Gazette.*

KYCA, Prescott—Licensed to Southwest Broadcasting Co. 48.4% owned by KTAR Broadcasting Co.

KVOA, Tucson — Licensed to Arizona Broadcasting Co.; same ownership as KTAR, Phoenix.

KYUM, Yuma—Licensed to Yuma Broadcasting Co., 48.6% owned by KTAR Broadcasting Co. [see KTAR and KVOA.]

ARKANSAS

KELD, El Dorado—Licensed to Radio Enterprises Inc.; majority stock owned by T. H. Barton, chief owner of *Arkansas Farmer,* Little Rock.

KGHI, Little Rock—Licensed to Arkansas Broadcasting Co., 15% of stock owned by Gazette Publishing Co., Little Rock; 10% by R E. Steuber, Little Rock; 70% by A. L. Chilton; 5% by S. C. Vinsonhaler, Little Rock.

KLRA, Little Rock—(See KGHI.)

KCMC, Texarkana—Licensed to KCMC, Inc.; 90% owned by Texarkana Newspapers Inc., publisher of *Texarkana Gazette* and *Texarkana News* and 10% owned equally by board of five directors.

"She's so dumb she thinks Raymond Gram Swing on WFDF Flint is a dance band."

CALIFORNIA

KERN, Bakersfield—Licensed to McClatchy Broadcasting Co.; same ownership as *Sacramento Bee, Fresno Bee, Modesto Bee* (McClatchy Newspapers).

KIEM, Eureka — Licensed to Redwood Broadcasting Co. Inc., 20.8% of stock owned by Standard Printing Co., publisher of *Humboldt Standard;* 20% by Times Publishing Co., publisher of *Humboldt Times;* 50.3%, William B. Smullin.

KMJ, Fresno — Licensed to McClatchy Broadcasting Co.; same ownership as *Fresno Bee, Sacramento Bee, Modesto Bee* (McClatchy Newspapers).

KDON, Monterey—Licensed to Monterey Peninsula Broadcasting Co.; 50½% of stock owned by Allen Griffen, publisher of *Monterey Peninsula Herald;* 49½% by Salinas Newspapers, Inc., publishers of *Salinas Californian.* (Speidel Newspapers); see also WGNY, Newburgh, N. Y., and KFBC, Cheyenne, Wyo.)

KLX, Oakland—Licensed to Tribune Building Co.; interlocking ownership with *Oakland Tribune.*

KFBK, Sacramento — Licensed to McClatchy Broadcasting Co.; same ownership as *Sacramento Bee, Fresno Bee, Modesto Bee* (McClatchy Newspapers).

KTMS, Santa Barbara—Licensed to News Press Publishing Co., publisher of *Santa Barbara News* and *Press* (T. M. Storke, publisher, owns 100% of common stock).

KSRO, Santa Rosa—Ownership affiliated with *Santa Rosa Republican* and *Santa Rosa Press Democrat.*

KWG, Stockton—Licensed to McClatchy Broadcasting Co.; same ownership as *Sacramento Bee, Modesto Bee, Fresno Bee* (McClatchy Newspapers).

KTKC, Visalia—Licensed to Tulare-Kings County Associates: Ownership affiliated with *Visalia Times-Delta; Porterville Recorder; Tulare Advance-Record* and *Times; Hanford Sentinel* and *Journal.*

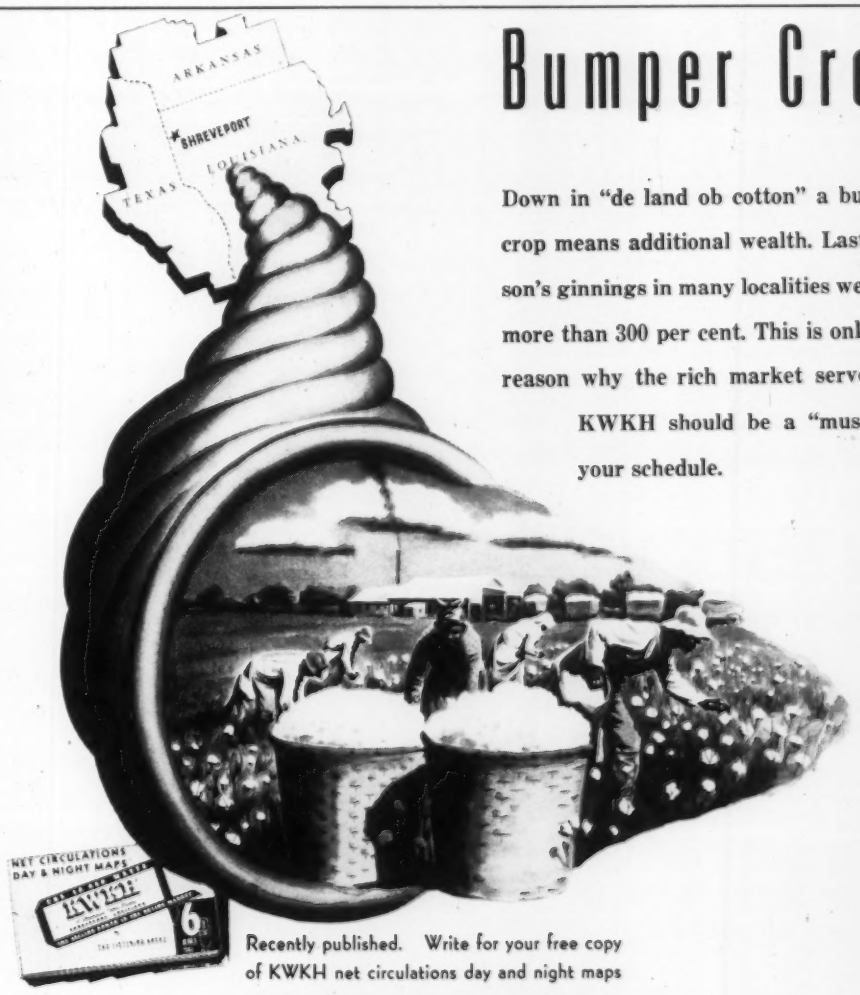
KHUB, Watsonville—Licensed to John P. Scripps, chief stockholder in John P. Scripps Newspapers: *Watsonville Register-Pajaronian* and *Sun, Santa Ana Journal, Ventura Star & Free Press, Santa Paula Chronicle, Redding Record* and *San Luis Obispo Telegram-Tribune,* all in California; *Bremerton* (Wash.) *Sun.*

COLORADO

KVOR, Colorado Springs—Licensed to Out West Broadcasting Co.; 33% stockholders each are E. K. Gaylord and Edgar T. Bell, officers and directors, and 33% by the Oklahoma Publishing Co., publisher of *Oklahoma City Daily Oklahoman, Oklahoma City Times* and *The Farmer Stockman.*

KLZ, Denver—Licensed to KLZ Broadcasting Co.; E. K. Gaylord, president; Herbert M. Peck, secretary; Edgar T. Bell, treasurer; directors or stockholders in The Oklahoma Publishing Co, publishers of *The Daily Oklahoman, Oklahoma City Times* and *Farmer-Stockman.*

KFKA, Greeley—Licensed to Midwestern Radio Corp.; same ownership (H. E. Green) as *The Record Stockman,* Denver, weekly.



Bumper Crop

Down in "de land ob cotton" a bumper crop means additional wealth. Last season's ginnings in many localities were up more than 300 per cent. This is only one reason why the rich market served by KWKH should be a "must" on your schedule.

Recently published. Write for your free copy of KWKH net circulations day and night maps

CBS
50,000 WATTS

KWKH

REPRESENTED BY
THE BRANHAM CO.

A SHREVEPORT TIMES STATION
SHREVEPORT, LOUISIANA

"I don't get home as early as I used to for dinner. But when we get through eating, it's swell to sit down and listen to George Higgins' Sports Review; and the news the way Earl Godwin reports it. On Friday nights I sure go for Gangbusters. It's great!

And Wednesday nights we catch The Battle of the Sexes! Just before bed-time, we relax with "Symphonette" at 10:15. It's fine music.

Now that we're staying home more, we appreciate our radio more than ever. Especially when we can hear these kinds of programs on WTCN!"

Tommy's father is a connoisseur, but doesn't know it! He chooses radio programs for variety—to suit his mood. And WTCN has them — Programs for everyone at times they can listen best!

This advertisement is another example of WTCN program promotion.

It (and a score of others like it) are appearing regularly in newspapers in our coverage area.

WE'LL GET BEHIND YOUR SHOW, TOO! WHEN IT'S ON WTCN

WTCN

1280 ON YOUR DIAL

Blue Network

Minneapolis—Saint Paul

Minnesota

CONNECTICUT

WTHT, Hartford—Licensed to the Hartford Times Inc., publisher of *Hartford Times;* 73.58% of stock owned by the Gannett Newspapers; see WENY, Elmira, N. Y.

WBRY, Waterbury—Licensed to the American-Republican Inc., publisher of *Waterbury Republican* and *Waterbury American.*

DELAWARE

WDEL, Wilmington (Mason-Dixon Radio Group)—Licensed to WDEL, Inc. Operated independently. Ownership affiliated with Lancaster Newspapers Inc.

WILM, Wilmington—Licensed to WILM, Inc. (See WDEL)

DISTRICT OF COLUMBIA

WMAL, Washington — Licensed to The Evening Star Broadcasting Co., subsidiary of the *Washington Star.*

FLORIDA

WJHP, Jacksonville — Licensed to The Metropolis Co.; same ownership as *Jacksonville Journal.* (See WCOA, Pensacola.

WIOD, Miami—Licensed to Miami Daily News Inc., stock all owned by Miami Daily News Inc., publisher of *Miami Daily News;* same ownership as *Dayton* (O.) *Daily News, Atlanta Journal, Springfield* (O.) *News* and *Sun* (James M. Cox).

WTMC, Ocala—Licensed to Ocala Broadcasting Co. Inc.; (see WCOA).

WDLP, Panama City—Licensed to Panama Bcstg. Co. and owned by publishers of *Panama City News-Herald.* (See WCOA).

WCOA, Pensacola—Licensed to Pensacola Broadcasting Co.; John H. Perry, 79% stockholder, is publisher of *Pensacola Journal, Pensacola News, Jacksonville Journal, Panama City* (Fla.) *News-Herald.* Mr. Perry is also president of Western Newspaper Union, a newspaper syndicate.

WTSP, St Petersburg—Licensed to Pinellas Broadcasting Co., 96% of stock owned by Nelson Poynter, publisher of *St. Petersburg Times.*

WFLA, Tampa—Licensed to Tampa Tribune Co., publisher of *Tampa Tribune* (controlled by S. E. Thomason publisher also of *Chicago Times,* and John Stewart Bryan, publisher of *Richmond News-Leader*).

WDAE, Tampa—Licensed to Tampa Times Co., publisher of *Tampa Times.*

GEORGIA

WALB, Albany—Licensed to Herald Publishing Co., publisher of *Albany Herald.*

WGAU, Athens — Affiliated with the *Athens Banner-Herald.*

WSB, Atlanta—Licensed to Atlanta Journal Co., publisher of *Atlanta Journal* (James M. Cox; see also WIOD, Miami, and WHIO, Dayton, O.).

WGAC, Augusta—Licensed to Twin States Bcstg. Co.; Glenn R. Boswell, publisher, and Millwee Owens, editor, of the *Augusta Herald,* each holding 33 1/3% of stock; F. Frederick Kennedy, attorney, 33 1/3%. Note: Neither Mr. Boswell nor Mr. Owens has any ownership interest in the *Augusta Herald.*

WMJM, Cordele—Licensed to Cordele Dispatch Publishing Co., publisher of *Cordele Dispatch;* John W. Greer, president.

WGGA, Gainesville — Licensed to Blue Ridge Broadcasting Co., 43% of stock owned by A. F. Dean, owner and editor of *Gainesville Eagle,* weekly.

WLAG, La Grange — Licensed to La Grange Broadcasting Co.; 33 1/3% of stock owned by Roy C. Swank, publisher of *La Grange News.*

WAYX, Waycross—Licensed to Jack Williams, publisher of *Waycross Journal-Herald.*

ILLINOIS

WDWS, Champaign—Licensed to Champaign News-Gazette, Inc., publisher of *Champaign News-Gazette.*

WAAF, Chicago — Licensed to Drovers Journal Publishing Co., publishers of *Chicago Daily Drovers Journal* and owners of *Omaha Journal-Stockman.*

WGN, Chicago—Licensed to WGN, Inc., 100% subsidiary of The Tribune Co., publisher of *Chicago Tribune.*

WLS, Chicago—Licensed to Agricultural Broadcasting Co.; 100% of stock owned by Prairie Farmer Publishing Co., publisher of *The Prairie Farmer,* bi-weekly.

WDAN, Danville—Licensed to Northwestern Publishing Co., publisher of *Danville Commercial-News* (Gannett Newspaper); see WENY, Elmira, N. Y.

WSOY, Decatur—Licensed to Commodore Broadcasting, Inc., 99.6% of stock owned by Decatur Newspapers, Inc., publisher of *Decatur Herald and Review;* same ownership as *Champaign-Urbana* (Ill.) *Evening Courier.*

WGIL, Galesburg—Licensed to Galesburg Broadcasting Co.; 60 out of 100 shares of stock owned by executives of *Galesburg Register-Mail.*

WROK, Rockford—Licensed to Rockford Broadcasters, Inc. 100% of stock owned by Rockford Consolidated Newspapers Inc., publishers of *Rockford Morning Star* and *Rockford Register Republic.*

WHBF, Rock Island—Licensed to Rock Island Broadcasting Co.; controlling stockholders, officers and directors own all stock of J. W. Potter Publishing Co., publisher of *Rock Island Argus.*

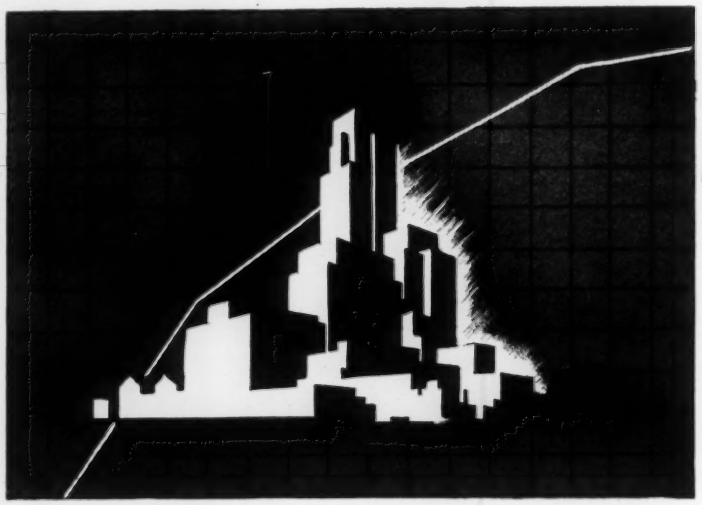
WCBS, Springfield—Licensed to WCBS, Inc., 49% of stock owned by Ira C. Copley, publisher of the *Springfield Illinois State Journal,* 1% by A. W. Shipton, general manager of *Illinois State Journal.*

INDIANA

WTRC, Elkhart—Licensed to the Truth Publishing Co. Inc., publisher of *Elkhart Daily Truth.*

WFBM, Indianapolis—Licensed to WFBM Inc.; chief owners are Harry M. Bitner and family; Mr. Bitner is publisher of *Pittsburgh Sun-Telegraph,* Hearst newspaper, but station is personal investment.

ONE OF AMERICA'S SIX FASTEST-GROWING CITIES



CORPUS CHRISTI ALSO IS A NATURAL FOR GREAT POST-WAR GROWTH

In the recent survey made by Philip M. Hauser, of the Census Bureau, Corpus Christi, with its city-zone population of 101,400, is listed as a class A-1 city — one of America's fastest-growing metropolitan centers with best prospects of retaining wartime growth. Ask your Branham man for facts regarding KRIS's Hooper-authenticated dominance of this important market.

KRIS

CORPUS CHRISTI, TEXAS

MEMBER OF NBC SOUTHWESTERN GROUP

● represented by the Branham Company

Special Combination Buy—KRIS and KXYZ, Houston . . . Investigate!

AP

WMUR, Manchester, N. H.

. . . may I compliment you again on the high quality of the selling presentations on Telescript features you are forwarding to us.

Hervey Carter, Manager.

available through

PRESS ASSOCIATION, INC.

50 Rockefeller Plaza

New York, N. Y.

WIRE, Indianapolis — Licensed to Indianapolis Broadcasting, Inc. 100% of stock owned by Central Newspapers, Inc., E. C. Pulliam, President.

WSBT, South Bend—Licensed to the *South Bend Tribune*.

WAOV, Vincennes—Licensed to Vincennes Newspapers Inc., publisher of *Vincennes Sun-Commercial* (same ownership as WIRE, Indianapolis).

IOWA

KBUR, Burlington—Licensed to Burlington Broadcasting Co.; 25% of stock owned by controlling interests in the *Burlington Hawk-Eye Gazette*.

WMT, Cedar Rapids—Licensed to Iowa Broadcasting Co., subsidiary of the Register & Tribune Co., publisher of *Des Moines Register* and *Des Moines Tribune;* also publishers of *Minneapolis Star-Journal* and *Look* Magazine.

KRNT, Des Moines—Licensed to Iowa Broadcasting Co. (see WMT).

KSO, Des Moines—Licensed to Iowa Broadcasting Co. (see WMT).

KDTH, Dubuque—Licensed to *Dubuque Telegraph-Herald*.

KGLO, Mason City—Licensed to Mason City Globe-Gazette Co., publisher of *Mason City Globe-Gazette* (Lee Syndicate).

KFNF, Shenandoah—Licensed to KFNF Inc.; 48.75% of stock owned by *Des Moines Register & Tribune* interests (see WMT).

KSCJ, Sioux City—Licensed to the Perkins Brothers Co. Affiliated with *Sioux City Journal*.

KTRI, Sioux City—Licensed to Sioux City Broadcasting Co.; 50% owned by *Sioux City Tribune* and 50% by Dietrich Dirks.

KANSAS

KGGF, Coffeyville—Licensed to Hugh J. Powell, senior partner in firm of H. J. Powell & Co., publisher of *Coffeyville Daily Journal*.

KGNO, Dodge City—Licensed to Dodge City Broadcasting Co. Inc.; 94% of stock owned by J. C. Denious, publisher of the *Dodge City Daily Globe* and *Norton* (Kan.) *Telegram*.

KCKN, Kansas City—Licensed to The KCKN Broadcasting Co., controlled by Capper Publications, Inc., publisher of *Kansas City Kansan* and *Topeka Daily Capital*.

KSAL, Salina—Licensed to KSAL, Inc., controlled by R. J. Laubengayer, publisher of *Salina Journal*, who also holds interests in the *Hays Daily News*, *Goodland Daily News* and *Hill City Times* (weekly), all in Kansas.

WIBW, Topeka — Licensed to Topeka Broadcasting Assn., Inc., controlled by Capper Publications, Inc., publisher of *Topeka Daily Capital* (see KCKN, Kansas City).

KFH, Wichita—Licensed to Radio Station KFH Co.; 50% of stock owned by Victoria Murdock Estate, publisher of the *Wichita Eagle;* 25% of stock owned by John Rigby, Beverly Hills, Cal.; 25% by Mrs. Anna Scott Gray, Piedmont, Cal.

KENTUCKY

WHAS, Louisville—Licensed to *Courier-Journal* and *Louisville Times*.

WOMI, Owensboro — Licensed to Owensboro Broadcasting Co., stock owned by three stockholders of Owensboro Publishing Co., publisher of *Owensboro Messenger and Inquirer*.

LOUISIANA

WJBO, Baton Rouge—Licensed to Baton Rouge Broadcasting Co. Inc; same ownership as *Baton Rouge Advocate* and *Baton Rouge State Times;* Charles P. Manship, president.

KVOL, Lafayette—Licensed to Evangeline Broadcasting Co. Inc.; 50% of stock owned by G. H. Thomas, Lafayette; 50% of stock owned by Lafayette Advertiser-Gazette Inc., publisher of the *Lafayette Daily Advertiser*. Morgan Murphy, president of newspaper corporation, also owns controlling interest in *Superior-Telegram, Chippewa Falls Herald, Manitowac Times* and *Two Rivers Reporter*, all in Wisconsin.

KTBS, Shreveport—Licensed to Tri-State Broadcasting System Inc.; 99.94% of stock owned by Times Publishing Co. Ltd., publisher of *Shreveport Times;* same ownership as *Monroe* (La.) *World* and *News-Star*.

KWKH, Shreveport—Licensed to International Broadcasting Corp.; 100% of stock owned by Times Publishing Co. Ltd., publisher of *Shreveport Times;* same ownership as *Monroe* (La.) *World* and *News-Star*.

MAINE

WCOU, Lewiston—Licensed to Twin City Broadcasting Co., Inc Stockholders are: Faust Couture, pres. & treas.; Valdor Couture, sec. Ownership identified with *Le Messenger*, French language daily.

WGAN, Portland—Licensed to Portland Broadcasting System Inc.; 495 out of 500 shares owned by Gannett Publishing Co. Inc. (Guy P. Gannett), publisher of *Portland Press Herald* and *Portland Express; Augusta Kennebec Journal* and *Waterville Sentinel*.

MARYLAND

WBAL, Baltimore—Licensed to Hearst Radio Inc.; affiliated with *Baltimore News-Post* and *American* (see WINS New York).

MASSACHUSETTS

WHYN, Holyoke — All stock of station owned by owners of *Holyoke Transcript-Telegram* and *Daily Hampshire Gazette*, Northampton (Mass.).

WLAW, Lawrence—Licensed to Hildreth & Rogers Co., publisher of *Lawrence Eagle* and *Tribune*.

WNBH, New Bedford—Licensed to E. Anthony & Sons Inc., publisher of *New Bedford Mercury, New Bedford Standard-Times* and *Hyannis* (Mass.) *Cape Cod Standard-Times*.

WTAG, Worcester—Licensed to Worcester Telegram Publishing Co. Inc., publisher of *Worcester Telegram & The Evening Gazette*.

MICHIGAN

WELL, Battle Creek—Licensed to Federated Publications, Inc., publishers of *Battle Creek Enquirer & News, Grand Rapids Herald* and *Lansing State Journal*.

WHDF, Calumet—Licensed to Upper Michigan Broadcasting Co.; 40% of stock owned by John W. Rice, publisher of *Houghton Daily Mining Gazette*.

WJLB, Detroit—Licensed to John Lord Booth Broadcasting, Inc., stockholder in Booth Newspapers, Inc., of Michigan. (*Grand Rapids Press, Flint Journal, Muskegon Chronicle, Kalamazoo Gazette, Saginaw News, Bay City Times, Jackson Citizen-Patriot, Ann Arbor News.*) Mr. Booth is not active in operation of the newspapers.

WWJ, Detroit—Licensed to Evening News Association, publisher of *Detroit News*.

WDBC, Escanaba — Licensed to Delta Broadcasting Co.; Ownership affiliated with *Marquette Mining Journal*, also owner of WDMJ.

WDMJ, Marquette—Licensed to Lake Superior Broadcasting Co; majority owned by Daily Mining Journal Co. Ltd., publisher of *Marquette Mining Journal*.

★ ★

THE BRIGHT SPOT
of Eastern New York

SCHENECTADY · TROY · ALBANY

WTRY
The Buying Triangle

Only BLUE Network
Station Covering this Area

★ ★

IN AM OR FM

"Good Engineering is Good Business"

COMMERCIAL RADIO EQUIPMENT CO.

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Everett L. Dillard, Gen. Mgr.,
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321 East Gregory Blvd.,
Kansas City 5, Mo.

M. W. Woodward, Ch. Eng.,
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7134 Main St.,
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Also Operating KC's Pioneer FM Station, KOZY

WSJS

NBC
Station For
Winston-Salem
Greensboro
High Point

★

5,000 WATTS
600 KC.

★

BLANKETING North Carolina's Rich Tri-City Section, the State's No. 1 Market! CONCENTRATING on a 10-County Primary-PLUS Area of 578,700 Population With 100,312 Radio Homes!

National Representatives

HEADLEY-REED COMPANY

Pipe the Pitch!

"Now I'll tell ya what I'm gonna do . . ." spieled KSTPete several months ago when he first outlined our aggressive promotion plans for increasing audiences in rural Minnesota.

And what a pitch he's been making *ever since!* Not the old-time, hit-and-run street corner pitch with tripe and keister, but a continuous *state-wide* pitch with country newspapers and magazines circulating in more than 200,000 rural Minnesota homes to carry his spiel. That's why we proudly say, "Pipe the pitch!"

Principal features of this continuous campaign are:

1. Personal appearances of KSTP's Barn Dance group in Minnesota towns.
2. Audience-building ads in 344 rural newspapers.
3. Big ads in "The Farmer" (Minnesota farm circulation 147,000).
4. Full-page ads in "Land O' Lakes News," reaching 65,000 Minnesota dairy farmers.
5. "On the Minnesota Farm Front" (column by KSTP's Farm Service Director, Harry Aspleaf) published weekly by 81 country newspapers.
6. "Around Radio Row" (radio news-and-gossip column) published weekly by 70 country newspapers.

KSTPete is really turning the tip when it comes to increasing our large listenership among the 1,400,000 prosperous farmers and small-town folks in rural Minnesota. So it's a paying pitch for you — a *no-cost plus* to the resultful selling job KSTP does in the vital Twin City area, Minnesota's primary market.

50,000 WATTS—
Clear Channel

Exclusive NBC Affiliate for the Twin Cities.

KSTP
MINNEAPOLIS . . . ST. PAUL

Represented nationally by Edward Petry and Company

WSOO, Sault Ste. Marie — Licensed to Hiawathaland Broadcasting Co.; 33% of stock owned by George A. Osborn, publisher of *Sault Ste. Marie News.*

MINNESOTA

KATE, Albert Lea—Licensed to Albert Lea-Austin Broadcasting Corp; 49% owned by E. L. Hayek, president of Trades Publishing Co., Albert Lea, publisher of *Northwestern Jeweler.*

WEBC, Duluth—Licensed to Head of the Lakes Broadcasting Co.; 32% of stock owned by Evening Telegram Co., Superior, Wis., publisher of *Superior Telegram;* 32% shares by Northwest Paper Co., 20% by Morgan Murphy, president of Morning Telegram Co.; 10% by W. C. Bridges, manager of WEBC. Mr. Murphy is also interested in the *Manitowoc* (Wis.) *Herald-Times, Chippewa Falls* (Wis.) *Herald-Telegram, Two Rivers* (Wis.) *Reporter, Lafayette* (La.) *Advertiser.*

WMFG, Hibbing—Licensed to Head of the Lakes Bcstg. Co.; see WEBC, Duluth.

WTCN, Minneapolis—Licensed to Minnesota Broadcasting Corp.; 50% of stock owned by Dispatch-Pioneer Press Co., publisher of the *St. Paul Dispatch* and *St. Paul Pioneer Press;* 50% of stock owned by Minnesota Tribune Co. Minority stockholders *Minneapolis Star-Journal Tribune* and *Minneapolis Daily Times.* The St. Paul newspapers are published by the Ridder Brothers, also publishers of the *New York Herald & Staas-Zeitung* (German), *Duluth Herald* and *News-Tribune, Aberdeen* (S. D.) *American and News* and *Grand Forks* (N. D.) *Herald,* who also have minority interest in the *Seattle Times.*

KFAM, St. Cloud—Licensed to Times Publishing Co., publisher of *St. Cloud Daily Times.*

WHLB, Virginia—Licensed to Head of the Lakes Broadcasting Co.; see WEBC, Duluth.

KWNO, Winona—Licensed to Winona Radio Service; a partnership comprising H. R. Weicking, editor, and M. H. White, business manager of *Winona Republican-Herald.*

MISSISSIPPI

WCBI, Columbus——Licensed to Birney Imes, publisher of *Columbus Commercial Dispatch.*

WCOC, Meridian—Licensed to Mississippi Broadcasting Co. Inc.; 100% of stock owned by R. S. Gavin and D. W. Gavin, owners of *Clark County Tribune,* Quitman, Miss. (weekly).

WQBC, Vicksburg—Licensed to Delta Broadcasting Co. Inc. Affiliated with *Vicksburg Morning Herald* and *Vicksburg Evening Post.*

MISSOURI

KFRU, Columbia—Licensed to KFRU Inc.; 98-6/7 per cent of stock owned by St. Louis Star-Times Publishing Co., publisher of *St. Louis Star-Times* (see also KXOK, St. Louis).

KHMO, Hannibal—Licensed to Courier-Post Publishing Co., publisher of *Hannibal Courier-Post;* same ownership as *Kewanee* (Ill.) *Star-Courier* (Lee Syndicate).

KWOS, Jefferson City—Licensed to Tribune Printing Co., publisher of *Jefferson City Capital-News* and *Jefferson City Post-Tribune.*

WMBH, Joplin—Licensed to Joplin Broadcasting Co.; controlled by executives of Joplin Globe Publishing Co., publisher of *Joplin Globe* and *Joplin News-Herald;* 28% of stock owned by D. J. Poyner, manager of WMBH.

KCMO, Kansas City—Licensed to KCMO Broadcasting Co.; Minority interest held by *Kansas City Journal.*

WDAF, Kansas City—Licensed to The Kansas City Star Co., publisher of *The Kansas City Star.*

KWOC, Poplar Bluff, Mo.—Licensed to Radio Station KWOC; ownership affiliated with *Poplar Bluff American Republic.*

KGBX, Springfield—Licensed to Springfield Broadcasting Co.; Ownership identified with Springfield Newspapers Inc.

KWTO, Springfield—Licensed to Ozark Broadcasting Co.; same ownership as KGBX, Springfield.

KFEQ, St. Joseph—Licensed to KFEQ, Inc. 42.8% of stock owned by the News Corp., publisher of the *St. Joseph News-Press* and *St. Joseph Gazette.*

KSD, St. Louis—Licensed to Pulitzer Publishing Co., publisher of *St. Louis Post-Dispatch.*

KXOK, St. Louis—Licensed to Star-Times Publishing Co., publisher of *St. Louis Star-Times* (see also KFRU, Columbia, Mo.).

MONTANA

KRJF, Miles City—Licensed to Star Printing Co., publishers of the *Miles City Star.*

NEBRASKA

KHAS, Hastings—Licensed to Nebraska Broadcasting Co.; majority owned by *Hastings Daily Tribune.*

KFAB, Lincoln—Licensed to KFAB Broadcasting Co.; 50% of stock owned by Sidles Co., Lincoln; 25% of stock owned by Lincoln *Nebraska State Journal;* 24% of stock owned by *Lincoln Star.*

KFOR, Lincoln—Licensed to Cornbelt Broadcasting Corp.; same ownership as KFAB.

WJAG, Norfolk—Licensed to the *Norfolk Daily News.*

KOIL, Omaha—Licensed to Central States Broadcasting Co.; 50% owned by The Sidles Co.; 25% by the Lincoln *Nebraska State Journal;* 25% by the *Lincoln Star.*

KOWH, Omaha—Licensed to World Publishing Co., publisher of *Omaha World-Herald.*

NEVADA

KOH, Reno—Licensed to McClatchy Broadcasting Co. of Nevada. Same ownership as *Sacramento Bee, Fresno Bee, Modesto Bee,* all in California (McClatchy Newspapers).

NEW HAMPSHIRE

WMUR, Manchester—Licensed to The Radio Voice of New Hampshire, Inc., 5% of stock owned by Edward J. Gallagher who is 50% owner of common stock and managing editor of Citizen Publishing Co. which publishes the *Citizen.*

NEW JERSEY

WBAB, Atlantic City—Licensed to Press Union Publishing Co., publisher of *Atlantic City Press* and *Union.*

NEW MEXICO

KOB, Albuquerque — Licensed to Albuquerque Broadcasting Co.; 100% of stock owned by T. M. Pepperday, president, Albuquerque Publishing Co., publisher of *Albuquerque Journal;* Mr. Pepperday is also business manager of the Rocky Mountain Division, Scripps-Howard Newspapers.

KAVE, Carlsbad — Licensed to Carlsbad Broadcasting Co., a partnership consisting of Barney Hubbs, A. J. Crawford, Jack Hawkins and Harold Miller. Mr. Hubbs and Mr. Hawkins are owners of *Pecos* (Tex.) *Enterprise,* a weekly (see also KIUN, Pecos, Tex.).

NEW YORK

WABY, Albany—Licensed to Adirondack Broadcasting Co. Inc.; 20% of stock owned by the Press Co. Inc., publisher of the *Knickerbocker News* (Gannett Newspaper; see WENY, Elmira, N. Y.).

WOKO, Albany—Licensed to WOKO Inc.; 25% of stock owned by the Press Co.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER FOR OCTOBER & NOVEMBER, 1943

. . . . and maybe you don't think we're proud of it!

	A	WGRC	B	C
MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	12.6	29.9	32.2	24.1
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	28.0	34.9	22.9	13.0
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	43.0	12.8	33.5	9.4

WGRC *Mutual*

LOUISVILLE'S TRADING AREA = 47% OF KENTUCKY'S POPULATION = 57% OF ITS BUYING POWER

BURN-SMITH · *National Representatives*

"THE WORLD'S BEST COVERAGE U.P. OF THE WORLD'S BIGGEST NEWS"

GROVES SPONSORS BERGMAN ON WRC

WASHINGTON Redskins Coach Arthur J. (Dutch) Bergman, is the newest sports commentator at WRC Washington. Beginning Jan. 24, the coach of the eastern champion pro grid team will be heard at 6:40 p.m. six days a week for Grove Labs.

Bergman played football under Knute Rockne at Notre Dame where he also won letters in baseball and track. After graduation from Notre Dame, he became director of athletics and sports coach at New Mexico A & M. From there he went to the U. of Dayton, and later to the U. of Minnesota. He became well-known to Washingtonians for his work as head football coach and director of athletics at Catholic U.

PETITE ASSISTANT timebuyer of Russel M. Seeds Co., Chicago, is Merle Myers (left) as Arthur J. (Dutch) Bergman, coach of the Washington Redskins pro football team, signs a contract as sports commentator on WRC Washington, under Grove Labs. sponsorship. At right is Rudi Neubauer, NBC national spot salesman in Chicago. Redskins play-by-play last season was sponsored on WMAL Washington.

Inc., publisher of *Albany Knickerbocker News* (Gannett Newspaper; see WENY, Elmira, N. Y.).

WMBO, Auburn—Licensed to WMBO, Inc. 100% of stock owned by Auburn Publishing Co., publisher of *Auburn Citizen-Advertiser*.

WBTA, Batavia — Licensed to Batavia Broadcasting Corp.; Ownership identified with *Farm Family Journal*, a monthly.

WBEN, Buffalo—Licensed to WBEN Inc.; stock owned by same ownership as *Buffalo Evening News*.

WEBR, Buffalo—Licensed to WEBR, Inc. 75% of stock owned by *Buffalo Courier-Express*.

WENY, Elmira—Licensed to Elmira Star-Gazette Inc., publisher of *Elmira Star-Gazette, Elmira Advertiser* and *The Sunday Telegram*, affiliated with Frank E. Gannett Newspapers: *Rochester Times-Union* and *Democrat & Chronicle, Albany Knickerbocker News, Utica Observer-Dispatch* and *Press, Newburgh News, Beacon News, Ithaca Journal, Olean Times-Herald* (minority), *Ogdensburg Journal, Malone Telegram, Saratoga Springs Saratogian, Massena Observer* and *Binghamton Press* all in New York State; *Hartford* (Conn.) *Times, Plainfield* (N. J.) *Courier-News, Danville* (Ill.) *Commercial-News*.

WGNY, Newburgh—Licensed to WGNY Broadcasting Co., Inc. Stockholders are publishers of *Poughkeepsie* (N. Y.) *New Yorker; Iowa City* (Ia.) *Press-Citizen; Chillicothe* (O.) *Ohioan; Fort Collins* (Colo.) *Express-Courier; Cheyenne Wyoming State Tribune and Wyoming Eagle; Salinas* (Cal.) *Californian; Reno Gazette; Nevada State Journal and Wyoming Stockman-Farmer*. (See also KDON Monterey, Cal. and KFBC Cheyenne, Wyo.).

WEVD, New York City—Licensed to Debs Memorial Radio Fund Inc.; among cooperative backers are directors of the *Jewish Daily Forward*; the newspaper company itself has no interest or control.

WINS, New York City—Licensed to Hearst Radio Inc.; interlocking ownership with *New York Journal-American, New York Mirror, Albany Times-Union, Boston Record* and *American* and *Sunday Advertiser, Baltimore News-Post* and *Sunday American, Pittsburgh Sun-Telegraph, Chicago Herald-American, Milwaukee News-Sentinel, Detroit Times, San Francisco Examiner* and *Call-Bulletin, Oakland Post-Enquirer, Los Angeles Examiner* and *Herald-Express, San Antonio Light, Seattle Post-Intelligencer*.

WOV, New York City — Licensed to WODAAM Corp., one of stockholders (Richard E. O'Dea) is director and stockholder of the *Paterson Morning Call*.

WHLD, Niagara Falls — Licensed to Niagara Falls Gazette Publishing Co., publishers of *Niagara Falls Gazette*.

WHDL, Olean—Licensed to Olean Broadcasting Co. Inc.; 100% of stock owned by Olean Times-Herald Corp., publisher of *Olean Times-Herald* (part-owned by Gannett Newspapers; see WENY, Elmira, N. Y.).

WKIP, Poughkeepsie—Licensed to Poughkeepsie Broadcasting Corp. Richard E. Coon, business manager of *Poughkeepsie New Yorker* 60% stockholder; Poughkeepsie Newspapers, Inc. 39% stockholder.

WHEC, Rochester — Licensed to WHEC Inc.; 60% of stock owned by the Gannett Co. Inc., publisher of *Rochester Democrat & Chronicle and Rochester Times-Union*. (Gannett Newspapers; see WENY, Elmira, N. Y.)

WWNY, Watertown — Licensed to The Brockway Co., owned and operated by the *Watertown Times*.

WFAS, White Plains—Licensed to Westchester Broadcasting Corp.; controlled by Valentine E. and J. Noel Macy, publishers of *Yonkers Herald-Statesman, Tarrytown News, Port Chester Item, Ossining Citizen-Register, Mt. Vernon Argus, New Rochelle Standard-Star, Mamaroneck Times*, all in New York.

NORTH CAROLINA

WWNC, Asheville—Licensed to Asheville Citizen-Times Co., Inc., publisher of *Asheville Citizen* and *Times*.

WDNC, Durham—Licensed to Durham Radio Corp.; 100% owned by Durham Herald Co., publisher of *Durham Morning Herald* and *Sun*.

WGBR, Goldsboro—30 of 180 shares of stock owned by Talbot Patrick, publisher of the *Goldsboro News-Argus* and director of the *Concord Tribune*. 7 shares owned by P. M. Patrick, secretary and director of the *Goldsboro News-Argus*.

WHKY, Hickory — Licensed to Catawba Valley Bcstg. Co.; 16.3% of stock owned by Lester C. Gifford, publisher of *Hickory Daily Record*.

WSTP, Salisbury—Licensed to Piedmont Broadcasting Co.; Ownership affiliated with *Salisbury Post*.

WSJS, Winston-Salem—Licensed to Piedmont Publishing Co., publisher of *Winston-Salem Journal* and *Twin City Sentinel*.

NORTH DAKOTA

WDAY, Fargo—Licensed to WDAY Inc.; 44.44% of stock owned by stockholders of Forum Publishing Co., publisher of *Fargo Forum*; 33.34% of stock owned by E. C. Reineke; 22.22% of stock owned by C. H. Reineke.

OHIO

WICA, Ashtabula — Licensed to WICA Inc.; 94% of stock owned by C. A. Rowley, publisher of the *Ashtabula Star-Beacon, Geneva Free Press, Painesville Telegraph, Conneaut News-Herald*, all Ohio dailies.

WHBC, Canton—Licensed to Ohio Broadcasting Co., subsidiary of Brush-Moore Newspapers Inc., publisher of *Canton Repository, Steubenville Herald-Star, Marion Star, East Liverpool Review, Portsmouth Times* and *Salem News*, all in Ohio; *Salisbury* (Md.) *Times*.

WCPO, Cincinnati—Licensed to Scripps-Howard Radio Inc.; 100% owned by E. W. Scripps Co., chief stockholders in Scripps-Howard Newspapers, publishers of *Cincinnati Post, New York World-Telegram, Cleveland Press, Pittsburgh Press, Columbus Citizen, San Francisco News, Washington News, Indianapolis Times, Knoxville News-Sentinel, Memphis Press-Scimitar, Memphis Commercial Appeal, Birmingham Post, Houston Press, Fort Worth Press, El Paso Herald-Post, Albuquerque Tribune, Covington* (Ky.) *Post, Denver Rocky Mountain News, Evansville* (Ind.) *Press*.

WKRC, Cincinnati—Licensed to *Cincinnati Times-Star* Co.

WCLE, Cleveland — Licensed to United Broadcasting Co. 756 6/24 out of 1,000 shares owned by Forest City Publishing Co., publishers of *Cleveland Plain Dealer* and chief owner of *Cleveland News*; 243 18/24 shares owned by Monroe F. and Ruth Rubin.

WHK, Cleveland — Licensed to United Broadcasting Co. (See WCLE, Cleveland).

WBNS, Columbus — Licensed to WBNS, Inc. Ownership identified with *Ohio State Journal, Columbus Dispatch*.

WHKC, Columbus—Licensed to United Broadcasting Co. (See WCLE, Cleveland).

WHIO, Dayton—Licensed to Miami Valley Broadcasting Corp.; same ownership as *Dayton Daily News, Springfield* (O.) *News, Springfield* (O.) *Sun, Miami Daily News* and *Atlanta Journal* (James M. Cox).

WING, Dayton—Licensed to WSMK Inc.; controlled by Charles Sawyer, Cincinnati attorney, owner of *Lancaster* (O.) *Eagle-Gazette* (see also WIZE, Springfield.)

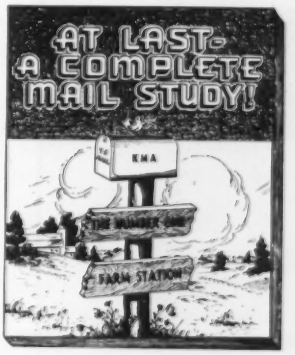
WPAY, Portsmouth—Licensed to The Scioto Broadcasting Co.; 50% owned by Brush-Moore Newspapers, publishers of *Portsmouth Times*; 50% by Chester A. Thompson, Cleveland (under option to be sold to Brush-Moore).

WIZE, Springfield—Licensed to Voice of Springfield, Inc.; controlling stock owned by Charles Sawyer, Cincinnati attorney, owner of *Lancaster* (O.) *Eagle-Gazette*.

WFMJ, Youngstown—Licensed to WFMJ Broadcasting Co., controlled by William F. Maag Jr. publisher of *Youngstown Vindicator*.

NEW MAIL STUDY SHOWS HOW OFTEN PEOPLE WILL WRITE

- "How many people write once, or more than once, within a three-month period?"
- "When their writing inertia has been overcome by one commercial appeal, how many people will write about another radio offer too?"



These important questions were suggested to KMA by two prominent advertising men for the "Complete Mail Study" just issued—a study of the 493,479 pieces of commercial mail received by the station from April, 1942, through March, 1943. When these returns were tabulated by a firm of certified public accountants, it was found that 82.6% of the writers wrote once within any three-month period; 12.8% wrote twice; 4.6% wrote three or more times. When they wrote in about one offer, 12.91% ordered, or inquired about 2.3 other items too.

"If you haven't got your copy yet of this valuable MAIL STUDY," says KMA president Earl May, "you had better request it now—from the KMA Research Director. Only a few copies are left.

"If you aren't using KMA to reach the No. 1 Farm Market," Mr. May continued, "you'd better inquire about your schedule now too. Only a few choice availabilities are left."

KMA

Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IA.

FREE & PETERS, INC.
Exclusive National Representatives

WAKR

TOWERS OVER AKRON

Basic Blue Network

5000 WATTS · DAY & NIGHT

Every national advertiser wanting results in the MARITIME PROVINCES OF CANADA should make sure that his schedule includes

CHNS

Halifax, Nova Scotia

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

WDRC

CONNECTICUT'S PIONEER BROADCASTER

CONNECT IN CONNECTICUT IN '44!

Here's your New Year's resolution: Make the most of your sales opportunities in the rich Hartford Market by using WDRC. Get all 3 on WDRC — coverage, programs, rate! Basic CBS, Hartford.

Dear Time Buyer —

There's not room here to tell our full story, but if you're looking for more listeners in the southwest, KROD can really deliver them. Please let us give you complete information. Write or call us or our national representatives

HOWARD H. WILSON CO.

KROD

CBS 600 KC 1000 Watts
EL PASO, TEXAS
Dorrance Roderick, *Owner* Val Lawrence, *Manager*

Don't dig so hard for sales when they come so easy in Albany!

WGPC

ALBANY, GA.
CBS
REPRESENTED BY SPOT SALES

WKBN, Youngstown—Licensed to WKBN Broadcasting Corp. W. P. Williamson Jr. owns 59.2% of stock; Forest City Publishing Co., balance. (See WCLE).

OKLAHOMA

KVSO, Ardmore—Licensed to Ardmoreite Publishing Co. Inc., publisher of *Ardmore Daily Ardmoreite.*

KCRC, Enid—Licensed to Enid Radiophone Co.; all stock owned by same interests owning Enid Publishing Co., publisher of *Enid News* and *Enid Eagle.*

KBIX, Muskogee—Licensed to Oklahoma Press Publishing Co., publisher of *Muskogee Daily Phoenix* and *Muskogee Times-Democrat.*

KTOK, Oklahoma City—Licensed to Oklahoma Broadcasting Co. Inc.; 66% of stock owned by Harold V. Hough, circulation manager, 16-2/3% by J. M. North, editor, and 16-2/3% by B. N. Honea, business manager, of *Fort Worth (Tex.) Star-Telegram.*

WKY, Oklahoma City—Licensed to WKY Radiophone Co.; same stock owners as Oklahoma Publishing Co., publisher of *Oklahoma City Oklahoman, Oklahoma City Times* and *The Farmer Stockman.*

KGFF, Shawnee — Licensed to KGFF Broadcasting Co., Inc. Controlling stock interest (94%) owned by Stauffer publications, Inc. (Topeka, Kans.) owner and publisher of *Shawnee* (Okla.) *News-Star; Grand Island* (Neb.) *Independent; Arkansas City* (Kan.) *Traveler; Maryville* (Mo.) *Forum; Pittsburgh* (Kan.) *Headlight & Sun; Nevada* (Mo.) *Daily Mail;* and *Topeka* (Kan.) *State Journal.*

KOME, Tulsa — Licensed to Oil Capital Sales Corp. Dexter Moss, president, Dexter Publishing Co., 20% stockholder.

OREGON

KWIL, Albany—Licensed to Central Willamette Broadcasting Co.; all stock owned by W. L. Jackson and R. R. Cronise, co-publishers of *Albany Democrat-Herald.*

KAST, Astoria—Licensed to Astoria Broadcasting Co.; Ownership affiliated with *Astoria Astorian-Budget* and *Pendleton East Oregonian.*

KBND, Bend—Licensed to *Bend Bulletin.*

KUIN, Grants Pass—Licensed to Southern Oregon Bcstg. Co.; 50% of stock owned by A. E. Voorhies, publisher of *Grants Pass Courier;* 50% by Redwood Bcstg. Co., operator of KIEM, Eureka, Cal., in which *Eureka Humboldt Times* owns 20% of stock, and *Eureka Humboldt Standard* 20.8%.

KOOS, Marshfield — Licensed to KOOS, Inc., controlled by Sheldon F. Sackett, publisher of *Coos Bay Times,* Marshfield.

KALE, Portland—Licensed to KALE Inc.; 33 1/3% of stock owned by *Portland Oregon Journal;* 33 1/3% by C. W. Myers; 33 1/3% by C. R. Hunt Estate.

KEX, Portland—Licensed to Oregonian Publishing Co., publisher of *Portland Oregonian.*

KGW, Portland—Licensed to Oregonian Publishing Co., publisher of *Portland Oregonian.*

KOIN, Portland—Licensed to KOIN Inc.; 25% of stock owned by *Portland Oregon Journal,* 52½% owned by C. W. Myers; 22½ owned by C. R. Hunt Estate.

KRNR, Roseburg—Licensed to The News-Review Co., publishers of *Roseburg News-Review* and *Klamath Falls* (Ore.) *Herald-News;* same interests also own 20% interest in *Medford* (Ore.) *Mail-Tribune.*

PENNSYLVANIA

WCBA, Allentown — Licensed to Lehigh Valley Broadcasting Co. 65% of stock owned by Allentown Call Publishing Co., publisher of *The Morning Call* and owner of *The Evening Chronicle.*

WSAN, Allentown—Licensed to Lehigh Valley Broadcasting Co. (See WCBA).

WCED, DuBois—Licensed to Tri-County Broadcasting Co.; same ownership as *DuBois Courier-Express.*

WEST, Easton — Licensed to Associated Broadcasters Co. (See WDEL, Wilmington, Del.)

WHP, Harrisburg — Licensed to WHP Inc.; 74.6% of stock owned by Telegraph Printing Co., publisher of *Harrisburg Telegraph;* 11.4% owned by Sam Pickard.

WKBO, Harrisburg—Licensed to Keystone Broadcasting Corp. (See WDEL, Wilmington.)

WAZL, Hazleton — Licensed to Hazleton Broadcasting Service Inc. (See WDEL, Wilmington.)

WJAC, Johnstown—Licensed to WJAC Inc.; 100% owned by Johnstown Tribune Publishing Co., publisher of *Johnstown Tribune* and *Democrat.*

WGAL, Lancaster—Licensed to WGAL, Inc. (See WDEL, Wilmington.)

WMRF, Lewistown—Licensed to Lewistown Broadcasting Co.; 33-1/3% of stock owned by the Sentinel Co., publisher of *Lewistown Sentinel.*

WCAE, Pittsburgh—Licensed to WCAE Inc.; same ownership as *Pittsburgh Sun-Telegraph.*

WWSW, Pittsburgh—Licensed to WWSW Inc. Controlled by P-G Publishing Co., publishers of the *Pittsburgh Post-Gazette.*

WQAN, Scranton—Licensed to the *Scranton Times.* (Operates non-commercially)

WPIC, Sharon—Licensed to Sharon Herald Broadcasting Corp. One stockholder holds stock in Sharon Herald Publishing Co.

WKOK, Sunbury — Licensed to Sunbury Broadcasting Corp.; Majority ownership identified with *Sunbury Item.*

WRAK, Williamsport—Licensed to WRAK Inc.; 66 2/3% of stock owned by Sun Gazette Co., publisher of *Williamsport Gazette & Bulletin* and *Williamsport Sun;* 33 1/3% owned by R. T. Steele Estate.

WORK, York—Licensed to York Broadcasting Co. (See WDEL, Wilmington.)

SOUTH CAROLINA

WAIM, Anderson—Licensed to Wilton E. Hall, publisher of *Anderson Independent and Anderson Daily Mail.*

WTMA, Charleston—Licensed to Atlantic Coast Broadcasting Co.; affiliated with *Charleston News & Courier* and *Charleston Post.*

WFBC, Greenville—Licensed to Greenville News-Piedmont Co., publisher of *Greenville News* and *Greenville Piedmont.*

SOUTH DAKOTA

WNAX, Yankton—Licensed to WNAX Broadcasting Co.; controlled by Gardner Cowles Jr., executive editor of the *Des Moines Register & Tribune* (see WMT, Cedar Rapids, Ia.).

TENNESSEE

WOPI, Bristol — Licensed to Radiophone Broadcasting Station WOPI, Inc.; 50% owned by C. J. Harkrader, publisher of *Bristol Herald-Courier* and *News Bulletin,* 50% owned by W. A. Wilson.

WTJS, Jackson—Licensed to Sun Publishing Co. Inc., publisher of *Jackson Sun.*

WKPT, Kingsport—Licensed to Kingsport Broadcasting Co., Inc. C. P. Edwards Jr., president of Kingsport Publishing Co. owns minority stock in WKPT.

WNOX, Knoxville—Licensed to Scripps-Howard Radio Inc., subsidiary of E. W. Scripps Co., chief stockholder in Scripps-Howard Newspapers (*Knoxville News-Sentinel* etc., see WCPO, Cincinnati).

WMC, Memphis—Licensed to Memphis Publishing Co., publisher of *Memphis Commercial Appeal,* a Scripps-Howard newspaper.

WMPS, Memphis—Licensed to Memphis Broadcasting Co., wholly owned by Memphis Publishing Co.

TEXAS

KRBC, Abilene — Licensed to Reporter Broadcasting Co.; 56% of stock owned by M. Bernard Hanks, director and a principal stockholder in *Abilene Reporter-News,* Director in *Big Spring Herald, Paris News, Corpus Christi Caller-Times, Denison Herald,* all in Texas.

KFDA, Amarillo — Licensed to Amarillo Broadcasting Corp., 51% of stock owned by J. L. Nunn who has interest in *El Paso Times* and *Panhandle Herald.*

KGNC, Amarillo — Licensed to Plains Broadcasting Co.; 80% of stock owned by Globe News Publishing Co. Inc., publisher of *Amarillo Globe* and *News;* 10% owned by *Globe-News* employes pool; 6% by O. L. Taylor; 3% by Wesley Izzard; 1% by De Witt Landis. Same interests also control *Lubbock Avalanche, Lubbock Journal* and *Atchison* (Kan.) *Globe.*

KNOW, Austin — Licensed to Frontier Broadcasting Co. Inc.; 50% of stock owned by E. S. Fentress, half owner of *Austin American* and *Statesman,* half owner and publisher of *Waco News-Tribune* and *Times-Herald,* one-third owner of *Wichita Falls Record-News* and *Times,* half owner of *Texarkana Gazette* and *News.*

KFDM, Beaumont—Licensed to Beaumont Broadcasting Corp.; 25% owned by the *Beaumont Enterprise* and *Journal.*

KRIC, Beaumont—Licensed to KRIC Inc.; Owned by *Beaumont Enterprise* and *Journal.*

KBST, Big Spring—Licensed to Big Spring Herald Broadcasting Co. Identified with *Big Spring Herald.* (See KRBC, Abilene).

KBWD, Brownwood—Licensed to Brown County Broadcasting Corp. 25% of stock owned by C. C. Woodson, owner and publisher of the *Brownwood Bulletin.*

KRIS, Corpus Christi—Licensed to Gulf Coast Broadcasting Co Ownership identified with *Corpus Christi Caller-Times* and Tilford Jones, Houston.

KRLD, Dallas—Licensed to KRLD Radio Corp.; subsidiary of Times-Herald Printing Co., publisher of *Dallas Times-Herald.*

WFAA, Dallas—Licensed to A. H. Belo Corp., publisher of *The Dallas Morning News.*

KROD, El Paso—Licensed to D. D. Roderick, publisher of *El Paso Times.*

KGKO, Fort Worth—Licensed to KGKO Broadcasting Co.; 50% owned by Amon Carter and associates, publisher of *Fort Worth Star-Telegram,* and 50% by A. H. Belo Corp., publisher of *Dallas Morning News.*

WBAP, Fort Worth—Licensed to Carter Publications Inc., publisher of *Fort Worth Star-Telegram.*

KPRC, Houston—Licensed to Houston Printing Corp., publisher of *Houston Post;* 97% of stock owned by Houston Post Co.

KTRH, Houston—Licensed to KTRH Broadcasting Co., subsidiary of Houston Chronicle Publishing Co., publisher of *Houston Chronicle.*

KFYO, Lubbock—Licensed to Plains Radio Broadcasting Co.; 80% of stock owned by Globe-News Publishing Co., publisher of *Lubbock Avalanche* and *Journal* (see KGNC, Amarillo).

KPDN, Pampa—Licensed to R. C. Hoiles, publisher of *Pampa Daily News, Santa Ana* (Cal.) *Register, Clovis* (N. M.) *News-Journal,* and *Bucyrus* (O.) *Telegraph-Forum.*

KPLT, Paris—Licensed to North Texas Broadcasting Co.; affiliated with *Paris News.* (see KRBC, Abilene).

KIUN, Pecos—Licensed to Jack W. Hawkins and Barney H. Hubbs, publishers of *Pecos Enterprise,* weekly. (See also KAVE, Carlsbad, N. M.)

KGKL, San Angelo—Licensed to KGKL Inc.; Ownership affiliated with *San Angelo Standard-Times.* (see KRBC, Abilene).

KTSA, San Antonio—Licensed to Sunshine Broadcasting Co.; 74% of stock under same ownership as KGNC, Amarillo; KFYO, Lubbock; KRGV, Weslaco.

KRRV, Sherman—Licensed to Red River Valley Broadcasting Corp.; Ownership identified with *Sherman Democrat.*

KXOX, Sweetwater—Licensed to Sweetwater Radio Inc.; owned by George and Russell Bennitt, co-publishers of *Sweetwater Reporter.*

KTEM, Temple—Licensed to Bell Broadcasting Co. Ownership same as Bell Publishing Co., publishers of *Temple Daily Telegram.*

KCMC, Texarkana—See Arkansas.

KVWC, Vernon—Licensed to Northwestern Broadcasting Co., of which R. H. Nichols, publisher of the *Vernon Daily Record* is one-third partner.

WACO, Waco—Licensed to Frontier Broadcasting Co.; same ownership as KNOW, Austin, Tex.

KRGV, Weslaco—Licensed to KRGV, Inc.; Owned by Taylor-Howe-Snowden group. (see KGNC, Amarillo, and KFYO, Lubbock).

UTAH

KLO, Ogden—Licensed to Interstate Broadcasting Corp.; majority stock owned by A. L. Glassman, publisher of *Ogden Standard-Examiner.*

KSL, Salt Lake City—Licensed to Radio Service Corp. of Utah. 19.55% of stock owned by *Salt Lake Tribune,* John F. Fitzpatrick, publisher; 50.27% held by the Church of Jesus Christ of Latter-day Saints. Remainder of stock variously held.

VIRGINIA

WMVA, Martinsville—Licensed to Martinsville Broadcasting Co.; 50% owned by William C. Barnes, publisher of *Martinsville Bulletin.*

WGH, Newport News—Licensed to Hampton Roads Broadcasting Corp.; 66% of stock owned by Daily Press Inc., publisher of *Newport News Daily Press* and *Times-Herald;* 34% by Edward E. Bishop.

WTAR, Norfolk—Licensed to WTAR Radio Corp.; subsidiary of Norfolk Newspapers Inc., publisher of *Norfolk Ledger-Dispatch* and *Norfolk Virginia-Pilot.*

WRNL, Richmond—Licensed to Richmond Radio Corp.; 60% owned by John Stewart Bryan, publisher of *Richmond News-Leader;* 20% by Tennant Bryan, *Richmond News-Leader;* 20% by Douglas S. Freeman, editor, *Richmond News-Leader.* (Same interests also stockholders in Richmond Newspapers, Inc., operating *Richmond News-Leader* and *Richmond Times Dispatch.*

WDBJ, Roanoke—Licensed to Times-World Corp., publisher of *Roanoke Times* and *Roanoke World-News.*

WSLS, Roanoke—Licensed to Roanoke Broadcasting Corp.; 40% owned by J. P. Fishburn, Jr., publisher of *Roanoke Times* and *World-News* (see WDBJ, Roanoke).

WASHINGTON

KWLK, Longview—Licensed to Twin City Broadcasting Corp.; 25% of stock owned by John McClelland, publisher of *Longview Daily News.*

KVAN, Vancouver—Licensed to Vancouver Radio Corp.; controlled by Sheldon F. Sackett, publisher of *Marshfield* (Ore.) *Coos Bay Times* and owner of KOOS, Marshfield.

WEST VIRGINIA

WJLS, Beckley—Licensed to Joe L. Smith Jr. Mr. Smith and brother each hold 10 out of 1,925 shares of stock in Beckley Newspaper Corp., publisher of *Beckley Post-Herald* and *Beckley Raleigh Register.*

WHIS, Bluefield—Licensed to Daily Telegraph Printing Co., publisher of *Bluefield Daily Telegraph* and *Bluefield Sunset News.*

WSAZ, Huntington—Licensed to WSAZ Inc.; 52% of stock owned by Huntington Publishing Co., publisher of *Huntington Advertiser* and *Huntington Herald-Dispatch;* 48% owned by Capt. John A. Kennedy, USNR.

WLOG, Logan—Licensed to Clarence H. Frey, publisher of *Logan Banner,* and Robert O. Greever, Merrill Coal Mines Inc., partners.

WAJR, Morgantown—Licensed to West Virginia Radio Corp. Stockholders own stock in West Virginia Newspaper Publishing Co., publishers of *Morgantown Post* and *Dominion News; New Martinsville Wetzel Republican.*

WKWK, Wheeling — Licensed to Community Broadcasting Inc.; majority stock owned by Joe L. Smith Jr. (see WJLS, Beckley, W. Va.)

WISCONSIN

WEAU, Eau Claire—Licensed to Central Broadcasting Co.; 24 1/3% of stock owned by Eau Claire Press Co., publisher of *Eau Claire Telegram* and *Eau Claire Leader;* 40% owned by Elizabeth Murphy, wife of publisher of *Superior* (Wis.) *Telegram;* 18 2/3% owned by Walter C. Bridges, manager of WEBC, Duluth, Minn.; 14 1/3% owned by Morgan Murphy, publisher of *Superior Telegram.*

KFIZ, Fond du Lac—Licensed to Reporter Printing Co., publisher of *Fond du Lac Commonwealth Reporter.*

WCLO, Janesville—Licensed to Gazette Printing Co., publisher of *Janesville Daily Gazette.*

WKBH, LaCrosse — Licensed to WKBH Inc.; minority stock interest held by *LaCrosse Tribune* and *Leader-Press* (Lee Syndicate); majority stock owned by Harry Dahl, president of G. Heileman Co., automobile agency.

WIBA, Madison — Licensed to Badger Broadcasting Co. Inc.; 66 2/3% of stock owned by Capital Times Co. Inc., publisher of *Madison Capital-Times;* other stockholders and directors include officers of Wisconsin State Journal Publishing Co., publisher of *Wisconsin State Journal,* Madison (Lee Syndicate).

Kenway Joins Blue As Aide to Kobak

To Work on Special Studies On Expansion of Network

IVOR KENWAY, former advertising and sales promotion manager of Devoe & Raynolds Co., New York, paint manufacturer, on Jan. 1 joined the BLUE Network to assist Edgar Kobak, executive vice-president of the BLUE, in "special studies in connection with the expansion of the network."

These studies will deal especially with markets, the merchandising of products of BLUE advertisers, and BLUE sales, Mr. Kobak said.

Yandell Resigns

The BLUE also announced last week the resignation of Lunsford P. Yandell, vice-president, who will take over management of the Tanning Products Export Corp., whose headquarters are in Buenos Aires. No replacement has been named for Mr. Yandell, according to Mark Woods, president of the BLUE. Mr. Yandell was formerly an executive of RCA, joining the BLUE as vice-president, treasurer and a director when the network became a separate entity in January, 1942. Six months later, Mr. Yandell left on a 10-month leave of absence with the Red Cross, returning to the BLUE in June, 1943, as a vice-president.

WISN, Milwaukee — Licensed to Hearst Radio Inc.; affiliated with *Milwaukee Sentinel* and *Milwaukee News,* Hearst newspapers (see WINS, New York).

WTMJ, Milwaukee—Licensed to The Journal Co., publisher of *Milwaukee Journal.*

WRJN, Racine—Licensed to Racine Broadcasting Corp.; principal stockholders: F. R. Starburk, president and Harry R. LePoidevin, secretary-treasurer of the Journal Times Co.

WHBL, Sheboygan—Licensed to Press Publishing Co., publisher of *Sheboygan Press;* 26.56% of stock owned by C. E. Broughton, publisher of *Sheboygan Press.* Majority stock individually held.

WFHR, Wisconsin Rapids—Licensed to Wm. F. Huffman, publisher of *Wisconsin Rapids Tribune.*

WYOMING

KFBC, Cheyenne—Licensed to Frontier Bcstg. Co.; Ownership affiliated with Cheyenne Newspapers, Inc., publishers of the *Wyoming Eagle* and the *Wyoming State Tribune* (Speidel Newspapers); (see also KDON, Monterey, Cal., and WGNY, Newburgh, N. Y.).

HAWAII

KGMB, Honolulu—Licensed to Hawaiian Broadcasting System, Ltd.; 24% of stock owned by *Honolulu Star-Bulletin;* 56% of stock by Consolidated Amusement Co. Ltd.; 20% by Zion Securities Corp.

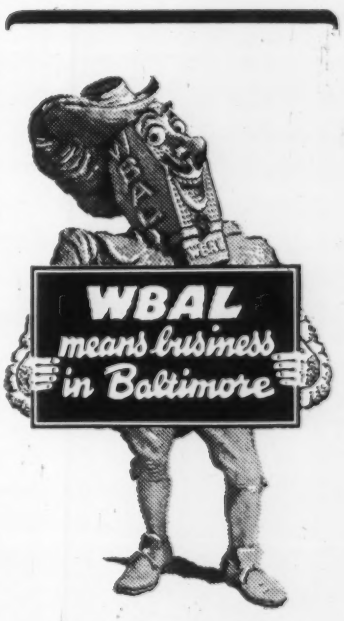
KGU, Honolulu—Licensed to Marion A. Mulrony and Advertiser Publishing Co., publishers of *Honolulu Advertiser.*

KHBC, Hilo—Licensed to Hawaiian Broadcasting System, Ltd.; same ownership as KGMB, Honolulu.

KTOH, Lihue—Licensed to Garden City Publishing Co. Ltd., publisher of *Garden Island* (weekly).

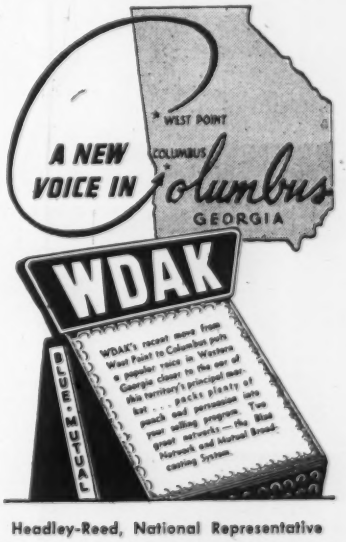
ALASKA

KFAR, Fairbanks—Licensed to Midnight Sun Broadcasting Co.; 224 of 250 shares owned by A. E. Lathrop, Alaska industrialist, who also publishes the *Fairbanks News Miner.*

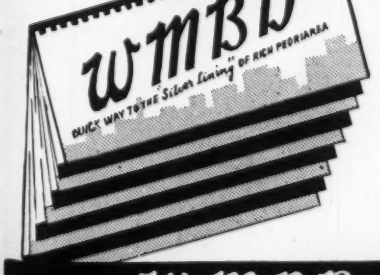


Edward Petry & Co., National Representative

WCAR
Influencing Sales
FAR Beyond Pontiac
In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.
GET THE FACTS FROM **WCAR**
PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York



Headley-Reed, National Representative

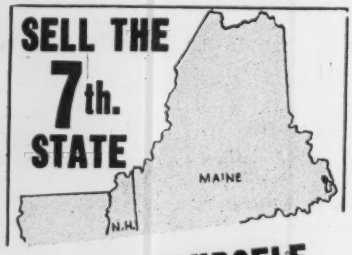
Pointing the Way to **A BIG MARKET**


Finger tip facts
ON RICH PEORIAREA
Peoriarea—a rich, responsive market you need. Above-average incomes in war or peace. Get the facts. Send for Brochure.

FREE & PETERS
Exclusive National Representatives
WMBD PEORIA, ILLINOIS
COMPLETE COVERAGE IN 16 RICH ILLINOIS COUNTIES
A Good Market NOW — A Better Market WHEN THE WAR IS WON

SPORTS
WHN WHN WHN WHN
MUSIC
1050 1050 1050 1050
NEWS
WHN WHN WHN WHN
WHN
DIAL 1050-50,000 WATTS

SELL THE 7th. STATE



* CUT YOURSELF 1/3 of NEW ENGLAND

with STATION WLAW

LAWRENCE, MASS. 680 K.C.

24 Hours a Day!
WOL
WASHINGTON
Washington's Only 24 Hour Station
1000 WATTS 1260 KC.
AFFILIATED WITH MUTUAL BROADCASTING SYSTEM

WIBW has developed America's most successful radio selling technique—"reasons why" delivered as the recommendation of one friend to another.

WIBW The Voice of Kansas in TOPEKA

Actions of the FEDERAL COMMUNICATIONS COMMISSION

DECEMBER 24 TO DECEMBER 30 INCLUSIVE

Decisions . . .

DECEMBER 24

KPAC Port Aurthur, Tex.—Granted license to cover CP authorizing increase to 1 kw, changes in DA. Conditions.

Spartanburg Advertising Co., Spartanburg, S. C.—Placed in pending file application for FM station, 43,500 kc, 26,600 sq. mi.

W2XMT New York—Granted mod. CP for experimental television station, extend completion date to June 30, 1944.

DECEMBER 28

WGES Chicago—Granted vol. assgn. license from Oak Leaves Broadcasting Station Inc. to Gene T. Dyer, Vivian I. Christoph, Gene T. Dyer Jr., F. A Ringwald, Louis E. Moulds, Grace V. McNeill, William F. Moss, newly organized partnership d/b Radio Station WGES. No monetery consideration involved.

KWTO Springfield, Mo.—Granted mod. CP, as modified, for changes in DA. Granted authority for program tests under Sec. 2.43, conditions. Dismissed application for temporary modification of license.

DECEMBER 29

WGPC Albany, Ga.—Granted motion for continuance of hearing until Feb. 3, 1944, re application for CP move transmitter and studio to West Point, Ga

Valley Broadcasting Co., West Point, Ga.—Granted motion for continuance of hearing until Feb. 3, 1944, re application for CP new standard station, 1490 kc, 250 w, unlimited.

DECEMBER 30

Columbia Broadcasting System, Hollywood—Placed in pending file application for CP for new FM station, 43,100 kc, 34,000 sq. mi.

Applications . . .

DECEMBER 27

WRUF Gainesville, Fla.—Extension special service authorization operate unlimited time, with 100 w after Denver, Col. sunset for period Feb. 1, 1944 to Nov. 1, 1946.

Valley Broadcasting Co., West Point, Ga.—CP new standard station, 1490 kc, 250 w, unlimited. Amended to change transmittter site to Lanett, Ala.

DECEMBER 29

WINS New York—License to cover CP, as mod. for change frequency, increase power, change hours of operation, install new transmitter and DA-DN, and move transmitter.

KVAK Atchison, Kan.—License to cover CP or increase in power, changes in transmitting equipment.

WDAK Columbus, Ga.—CP move transmitter 0.75 mi. to Phenix City, Ala.

EDGAR T. DARLINGTON has resigned as master control engineer of WFIL Philadelphia to accept an engineering assignment from the OWI.

RICHARD MARSHALL, James Stewart and Philip Horton are the latest additions to the engineering staff of WFIL Philadelphia.

ADRIAN PENNER has joined the sound effects division of WOR New York.

MYRON SCHRADERMEIER, formerly engineer of KFAC Los Angeles, has joined KFWB Hollywood, replacing Calvert Applegate, resigned. Latter has joined the engineering staff of Western Electric Co., New York.

JOE STONE, former radio engineer in government service, has joined KFAC Los Angeles.

EUGENE F. KILHAM has joined the engineering department of WOR New York replacing William Stahl, who was to resign Dec. 30.

Tentative Calendar . . .

WGPC Albany, Ga.—CP move transmitter and studio to West Point, Ga.

Valley Broadcasting Co., West Point, Ga.—CP new standard station, 1490 kc, 250 w, unlimited.

WPAT Paterson, N. J.—Transfer control from Frank Falknor and Rex Schepp to Donald Flamm.

WNAC Quincy, Mass.—CP to move auxiliary transmitter.

KCMO Kansas City, Mo.—Mod. license operate 1480 kc, 5 kw, unlimited, DA-N.

PFC. BILL HUNTER, engineer, formerly with WPAT Paterson, N. J., who was home on furlough recently, is now attached to the Army's Morale Service Division in Hollywood where he acts as chief engineer for an Army shortwave radio station.

ROBERT CORY, formerly engineer at WCKY Cincinnati, has joined the transmitter staff of WENR Chicago, replacing John Felthouse, who has resigned because of illness.

FRANK C. AHLGRIN Jr., formerly a member of the WENR-WLS Chicago transmitter staff, and now serving with the U. S. Army Signal Corps in England, was promoted recently from captain to major.

DICK WILLIAMS and Art Miller have been appointed assistant engineers of CKWX Vancouver, with Jack Hughes as chief program engineer.

WILLIAM LUDES is the newest addition to the engineering staff of WPEN Philadelphia.

ACE OCHS, formerly of the sound effects division of WOR New York and prior to that in the motion picture sound effects field, has joined the music division of CBS.

LT. RALPH S. STEVENSON, former KSL Salt Lake City engineer, has received a citation from the Navy for outstanding service.

JOHN ESTRIDGE has joined the engineering staff of WOWO-WGL Ft. Wayne, Ind.

HARRY ESSMAN, sound engineer, has rejoined CBS Hollywood staff after a short interval during which he worked on several RKO pictures.

EDWARD M. BOWEN has returned to the WSIX Nashville engineering staff following discharge from the Signal Corps.

TED POCKRANDY, formerly precision assembly instructor of North American Aviation Corp., has joined Universal Microphone Co., Inglewood, Cal., as supervisor of the Signal Corps lip microphone production department.

Network Accounts

All time Eastern Wartime unless indicated

New Business

ELECTRIC AUTO-LITE Co., Toledo (institutional), on Jan. 18 starts *Everything for the Boys* on over 100 NBC stations, Tues., 7:30-8 p. m. Agency: Ruthrauff & Ryan, N. Y.

BENEFIT CASUALTY INSURANCE Co., Los Angeles, on Jan. 2 started *Captain Quiz* on five BLUE Pacific stations, Sun., 10:15-10:30 a. m. (PWT). Agency: Hillman-Shane-Breyer, Los Angeles.

HUNT PACKING CO., San Francisco (canned food products), on Jan. 2 started for 13 weeks half hour program on 24 Don Lee Pacific stations. Sun., 8-8:30 p.m. (PWT). Agency: Garfield & Guild, San Francisco.

CHARLES E. HIRES Co., Philadelphia (Root Beer), on Jan. 24 starts *Horace Heidt's Orchestra* on 134 BLUE stations, Mon., 7-7:30 p.m. (repeat, 10:30 p.m.). Agency: N. W. Ayer & Son, New York.

Renewal Accounts

SINCLAIR REFINING Co., New York, on Jan. 4 for 52 weeks, renews Arthur Hale's *Confidentially Yours*, at the same time shifting from Tues., Thurs., and Sat., 7:45-8 p. m. to Tues., Thurs. and Sat., 8-8:15 p. m. on 125 MBS stations, while Richfield Oil Corp., New York (Petroleum), on Jan. 4 renews for 52 Arthur Hale on 25 MBS stations Tues., Thurs. and Sat., 7:30-7:45 p. m. Agency: Hixon-O'Donnell Adv., N. Y.

CAMPBELL SOUP Co. Ltd., New Toronto, Ont., on Jan. 3 renews *Jeunesse Doree* on 3 French CBC stations, Mon. thru Fri. 12-12:15 p.m. Agency: Cockfield Brown & Co. Ltd., Toronto.

CARNATION Co. Ltd., Toronto (canned milk) on Jan. 4 renews *Le Quart d'Heure de Detente* on 4 French CBC stations, Tues. and Thurs. 10:45-11 a m. Agency: Baker Adv. Agency Ltd., Toronto.

KELLOGG Co., Battle Creek, Mich. (Pep), on Jan. 3 renews *Breakfast at Sardis* on 13 BLUE Pacific stations, Mon. thru Fri., 9:50-9:55 a. m. (PWT), and for Gro-Pup renews *Gil Martyn News* on 165 BLUE stations, Mon. thru Fri., 11:30-11:45 a. m. Agency: Kenyon & Eckardt, N. Y.

B. T. BABBITT Inc., New York (Aunty Polly's Soup Mix, Bab-O), on Jan. 17 renews for 52 weeks *Lora Lawton* on 37 NBC stations, Mon. thru Fri., 10-10:15 a.m. and *David Harum* on 53 NBC stations, Mon. thru Fri., 11:45-12 Noon. Agency: Duane Jones Co., N. Y.

STANDARD BRANDS, New York, on Jan 2 renewed for 52 weeks *Edgar Bergen-Charlie McCarthy* (Chase & Sanborn Coffee) on 135 NBC stations, Sun., 8-8:30 p.m. (J. Walter Thompson Co., New York agency) and *One Man's Family* (Fleischmann's Yeast), on 131 NBC stations Sun., 8:30-9 p.m. (Kenyon & Eckhardt, New York, agency).

STUDEBAKER SALES Corp., South Bend, Ind. (institutional), on Jan. 1 renewed for 26 weeks *Norman Nesbitt-News* on 34 Don Lee Pacific stations, Mon. thru Sat., 5:45-6 p. m. (PWT). Agency: Roche, Williams & Cunnyngham, Chicago.

GENERAL TELEVISION CORP.
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NEW ENGLAND

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington 4, D. C.

PAYABLE IN ADVANCE

Help Wanted

WANTED PRODUCTION MANAGER — With experience in writing, producing and directing commercial and sustaining programs, also with some experience in announcing and supervising announcers. Good pay, excellent working conditions. If interested wire, for long distance, telephone Appointment Manager, Radio Station WMC Memphis, Tennessee.

WRITER—Industrial Motion Picture producer wants contact with experienced independent script writer. Box 666, BROADCASTING.

Announcer-Salesman—Who can assume responsibility and work into assistant managership Alaska station. Give complete details regarding yourself. Seattle office KINY-KTKN 708 American Bldg., Seattle, Wash.

Wanted—Announcer-operator, with first class license. Must be capable of news and general announcing network station. Send details to KSEI, Pocatello, Idaho.

Wanted—First or Second Class Operator. Announcing ability desirable but not essential. Give full details. Draft status, starting salary first letter. Write Box 665, BROADCASTING.

Licensed Operator—Who can do some announcing for Alaska stations. Good salary, transportation from Seattle. Give complete details your qualifications. Office KINY-KTKN, 708 American Bldg., Seattle, Wash.

Announcer-Record Jockey—Experienced ad lib, also capable general routine. 5 kw network affiliate in major market. Salary commensurate with ability. State all in first letter. Box 659, BROADCASTING.

WANTED—First or second class operator immediately. Permanent. Good salary. Wire, write or phone Station WFIG, Sumter, S. C.

Announcer-Operator—Permanent position. Mutual affiliated station. Start immediately, salary $45 to $50 week for experienced man. Write giving full details and recommendations. Address KWOS, Jefferson City, Mo.

Constructing several high power International transmitters under Government contract. Need experienced men for radio construction, installation, and after completion. Transfer to operating staff. Box 656, BROADCASTING.

SALESMAN—Basic network station, Midwestern city, half million population, has splendid opening for experienced, reliable, permanent, local salesman. We are interested only in man with radio or newspaper sales experience who can furnish best references and record of past accomplishments. To such a man, we offer pleasant working conditions in a friendly, progressive high-type organization, with better-than-average salary, plus monthly bonus. Reply fully in confidence, giving us history, age, marital and draft status, and present earnings. Send photo if possible. Box 655, BROADCASTING.

Wanted—Announcer with some experience. Advise age, draft status, salary expected and details in first letter. Write Box 664, BROADCASTING.

Do you want an announcing job with a future? Base pay $40.00 for thirty-six hours plus talent fees. Small town thirty miles from metropolitan center. WISR, Butler, Pennsylvania.

Situations Wanted

Continuity Editor—Small independent station desires change. Two years training and experience in many phases: writing, billing, dramatics and directing. Prefer metropolitan area. Young, draft deferred, excellent references. State salary. Box 667, BROADCASTING.

Versatile—Prolific writer—available February. Jayne Nygood, Mamaroneck, N. Y.

Situations Wanted (Cont'd)

TRAINED RADIO HELP AVAILABLE—To help offset the shortage of technically trained Radio personnel, we are preparing women for second and first class radio-telephone licenses and other Radio communication work. Some trained girls are available right along. When you need women technicians, please write us. No obligation, no fees. **DeFOREST'S TRAINING, INC.**, 2533 N. Ashland Ave., Chicago 14, Illinois.

HAVE YOU opening for team experienced in announcing, direction, production, programming, traffic, news, continuity? Man, woman with twenty years combined experience theatre; radio. Now employed regional network station. Box 662, BROADCASTING.

ANNOUNCER—Woman. Four years' radio experience as announcer. Box 661, BROADCASTING.

TWO EXPERIENCED NETWORK ANNOUNCERS—Desire change to California positions. Have honorable discharges. Minimum of $50 per week. Box 658, BROADCASTING.

STATION MANAGER OR SALES MANAGER POSITION WANTED BY—Top salesman on Milwaukee, Wis. largest station. Desires to make change after many years, Feb. 1st. Thoroughly experienced in handling men and producing results. Not subject to draft. Agreeable personality. Hard worker. Salary and percentage of net. Box 657, BROADCASTING.

NEWS EDITOR, FEATURE WRITER — Discharged veteran, 25, now employed metropolitan daily, journalism graduate, back-ground of European travel, former editor daily 8700 circulation, former night news editor basic network affiliate, experienced feature shows, seeking radio connection about March 1st. Box 654, BROADCASTING.

AT LIBERTY — A-1 program director. Thoroughly experienced. State all in first letter. Prefer city anywhere in east. Must give two weeks notice. Box 653, BROADCASTING.

Announcer-Program Director — 7 years experience — 4F, family — desires change, —references—news-sports-studio. Available January first. Box 652, BROADCASTING.

SALESWOMAN—Four years experience—also general radio and secretarial background. Prefers eastern location. Box 651, BROADCASTING.

Producer-Writer — Long net-local experience seeks permanent connection with major station. Best references. Honorable discharge. Box 668, BROADCASTING.

For Sale

FOR SALE—179 ft. Blaw-Knox tower insulated, self-supporting, tapered cross-section. Price, $2,525 cash. KFAC, Los Angeles 5.

Wanted to Buy

TURNTABLES, MICROPHONES and all types of transmitting equipment. Send details and prices to Humberto D. Gonzalez, 220 W. 42 St., New York 18, N. Y. Wisconsin 7-1166.

Wanted To Buy—One Western Electric type 10A tuner in good condition. Box 663, BROADCASTING.

Wanted To Buy—Local or regional stations midwestern, southern, or eastern states. Full or controlling interest only. Box 660, BROADCASTING.

Modulation Monitor and Frequency Monitor —Collins, RCA, or good composite limiting amplifier. One or two transcription turntables, with or without pickups. WGAC, Augusta, Ga.

Wanted To Buy—250 watt transmitter and other station equipment. Give full pedigree. Roberts, 2428 Green Street, Harrisburg, Pa.

WGES Assignment

CONSENT was granted by the FCC last week for the voluntary assignment of the license of WGES Chicago from the Oak Leaves Broadcasting Station Inc. to its stockholders as copartners the same as Radio Station WGES, a partnership. Interest in the partnership is relative to the individual holdings in the corporation, which are: Gene T. Dyer, president, 25%; Vivian I. Christoph, 25%; Gene T. Dyer Jr., 24%; F. A. Ringwald, 10%; Louis E. Moulds, vice-president, 6%; Grace V. McNeill, 6%; William F. Moss, secretary-treasurer, 4%. No monetary consideration was involved in this transaction. Interests in WAIT and WSBC Chicago are also held by several of these parties.

EMIL COOPER, Russian-born conductor, is serving as guest conductor for a series of six performances of the *Sinfonietta* orchestra on WOR New York.

Tidewater Sports

TIDEWATER Associated Oil Co. now sponsors the 1944 Conference Basketball in Northern California, broadcast exclusively by KLX Oakland, Cal. Announcer Bill Tobitt does the play-by-play descriptions every Saturday, 8:30 p.m. Buchanan & Co., San Francisco, is the agency, with Hal Deal, Tidewater advertising director, handling the business.

THREE PHILIPS companies, the North American Philips Co., Philips Metalix Corp., Philips Export Corp., have moved certain of their offices to occupy jointly the fourth floor of the Pershing Square Bldg., 42d & Park Ave., New York.

FRANK W. WARNER, in charge of all engineering development of General Electric Co., has been named successor to Henry M. Richardson as chief engineer of the plastics divisions, William H. Milton, manager of the divisions announced.

"FIRMAGE'S RENEWING AS USUAL"

writes ARCH MASDEN—**KOVO**

THE SHADOW

Available locally on transcription—see **C. MICHELSON** 67 W. 44 St., N.Y.C.

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New York Raid Alert Muddle Raises Questions Over Authority for Alarms

REFUSING to recognize Mayor F. H. LaGuardia as the proper authority on the matter, some New York radio stations either ignored his request to broadcast a "preparedness" warning to the public Christmas Day, or delayed action until the request was substantiated by information from sources acceptable to them.

The implied danger of an enemy attack never materialized, and there has been no full explanation of the Eastern Defense Command's action in alerting the Atlantic seaboard on Christmas Eve. Whether or not real danger existed, there was evidence of misunderstanding, and in some cases sharp disagreement on the part of some New York broadcasters as to how a message of this kind should be handled.

Through WNYC

Radio came into the picture Saturday morning when Morris Novik, radio coordinator for the city, acting on the Mayor's orders based on a notice from one of the military services, telephoned New York City stations asking them to carry an announcement telling listeners to act calmly in the event of an emergency and pointing out that "the enemy observes no holiday". No authority for the statement was given but that of the Mayor, but stations were told in confidence there was good reason for cautioning the public. WNYC, New York's municipal station, started broadcasting the warning at 10:30 a.m.

Military and civilian defense agencies had been alerted since Christmas Eve, but no official military confirmation of this fact was made until 6:35 p.m. Saturday when the EDC disclosed that "protective measures" had been taken on the basis of a report that a "sneak air attack" might be attempted by the enemy that day. At 7:50 p.m. the Mayor was asked by his military source to tell stations to stop making the announcement, and at 9:05 the EDC announced that the alert had been cancelled.

Conflicting Authority

Stations ignoring the Mayor's request acted in the belief that such a statement should come directly from military authorities. According to Mr. Novik, however, Radio Central, military communication system, is used only for Army communiques and in three eventualities—an air raid drill, an actual raid, or an order to stop broadcasting, none of which applied to the situation at hand.

Recognizing Mr. LaGuardia as head of civilian defense, WMCA broadcast the announcement at 11:30 a.m., at 3:30 p.m. and in the 4:30 p.m. news bulletin period. Both WHN and WLIB ignored the request for reasons given above, and WOR did not carry it until 5:45 p.m., and then only after checking with Army authorities. Dave Driscoll, WOR news and special events director, said that he felt the Army should make use of Radio Central to tip stations off to an alert so that when a civilian agency comes through with such a request, the station can accept it as important. WQXR, which had no record of having received the notice, carried nothing until the "all-clear" EDC announcement in the evening.

Handled as News

WEAF said that the announcement was handled as a straight news item, in the first regular news period, which did not occur till 6 p.m. WJZ inserted a bulletin at 2 p.m. just before the Metropolitan Opera went on the air, between programs at 5:45 p.m., and at 9:30 reported cancellation of the alert.

WABC gave no reason for withholding the announcement until Quincy Howe's early evening program, when it was handled as a regular news piece which went out on the network around 6:11 p.m. with the qualification that there was no word from the Army on the matter. The EDC's announcement was reported on WABC and CBS at 6:45 p.m. and at 8:55 p.m., and the cancellation of the alert announced later in the evening.

NBC-BBC Series

DETAILS for the new series of international exchange series produced jointly by NBC and the BBC has been announced by NBC. Titled *Atlantic Spotlight*, the programs, to start Jan. 1 in the Saturday 12:30 p.m. period on NBC, will bring together well known theatrical and motion picture stars of both England and America to spotlight their characteristic types of entertainment.

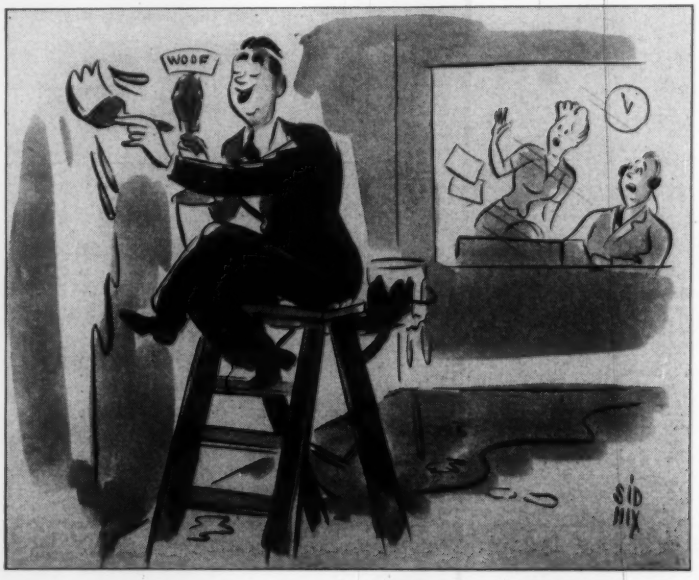
Vet Net

WOUNDED war veterans at Walter Reed Hospital in Washington, D.C., now listen to their own private "radio", operated as a personal service for them from the basement of the hospital by several wounded vets who were radio repairmen and telephone technicians before entering the Service. Now valued at about $20,000, the system has been completely revamped by these men from a sound system installed about 20 years ago. Standard radio programs are fed to the system as well as "programs" of song requests and bits of news and gossip originating from the basement "studio". All of the equipment, wiring, knobs and gadgets, have been salvaged from discarded radio sets, telephone equipment and old pin-ball machines. Most of the wounded have earphones and can select programs they wish to hear. Loudspeakers have been installed in some wards and assembly halls.

RCA Reception Offices

RCA VICTOR Division of RCA has opened a reception room and offices on the 14th floor of the RCA Bldg. as a meeting place for recording artists, their agents and company officials. RCA Victor's New York recording studios and "workshop" continue at 155 East 24th St.

EVERETT C. PARKER, who has been studying religion and radio at NBC, and was formerly assistant chief of radio for the WPA in Washington, has been appointed temporarily to the post of assistant to William Burke Miller, manager of NBC's public service department. Mr. Parker was at one time manager of WJBW New Orleans, later moving to WHIP Chicago, as production and program manager.



Drawn for BROADCASTING by Sid Hix

"He's Trying Out a New Sales Technique for Kem-Tone!"

COWLES, TULSA FM NET PACTS SIGNED

STOCK agreements with the American Network (FM) have been signed by Gardner Cowles Jr., of Iowa Broadcasting Co.; John Cowles, president of Minneapolis Star Journal & Tribune Co., and R. L. Jones Jr., vice-president of the Tulsa Tribune Co., according to John Shepard 3d, president of the network.

The organizations are filing applications with the FCC for FM construction permits, according to Mr. Shepard.

Executive vice-president and general manager of American Network will be William B. Lewis, former OWI radio official, conducting a nationwide program for CBS [BROADCASTING, Dec. 20]. After Jan. 1 he will tour the western and southwestern areas, and will assume his American Network duties about April 1.

Mrs. Lewis Active

DURING her annual fall tour around the country, Mrs. Dorothy Lewis, chairman of listener activities for the NAB, reports visits to 31 cities in 14 western states, during which she addressed various club groups on radio, arranged broadcasts and speeches by radio executives, and attended formal meetings of more than ten Radio Councils.

U. of Cal. Scholarship

SCHOLARSHIPS enabling a boy and girl who have finished their freshman year with high scholastic records to prepare for some phase of professional radio, have been presented by NBC to U. of California. Accepted by university regents at their monthly meeting, scholarships follow the joint NBC-UCLA Radio Institute staged last summer.

MARGUERITE MOORMAN of KMOX St. Louis has been named first prize winner of $100 in a slogan contest for film reporters and radio commentators by Producers Corp. of America, in connection with the picture "Knickerbocker Holiday." Her winning line was "It's a Grand Slam From Amsterdam!"

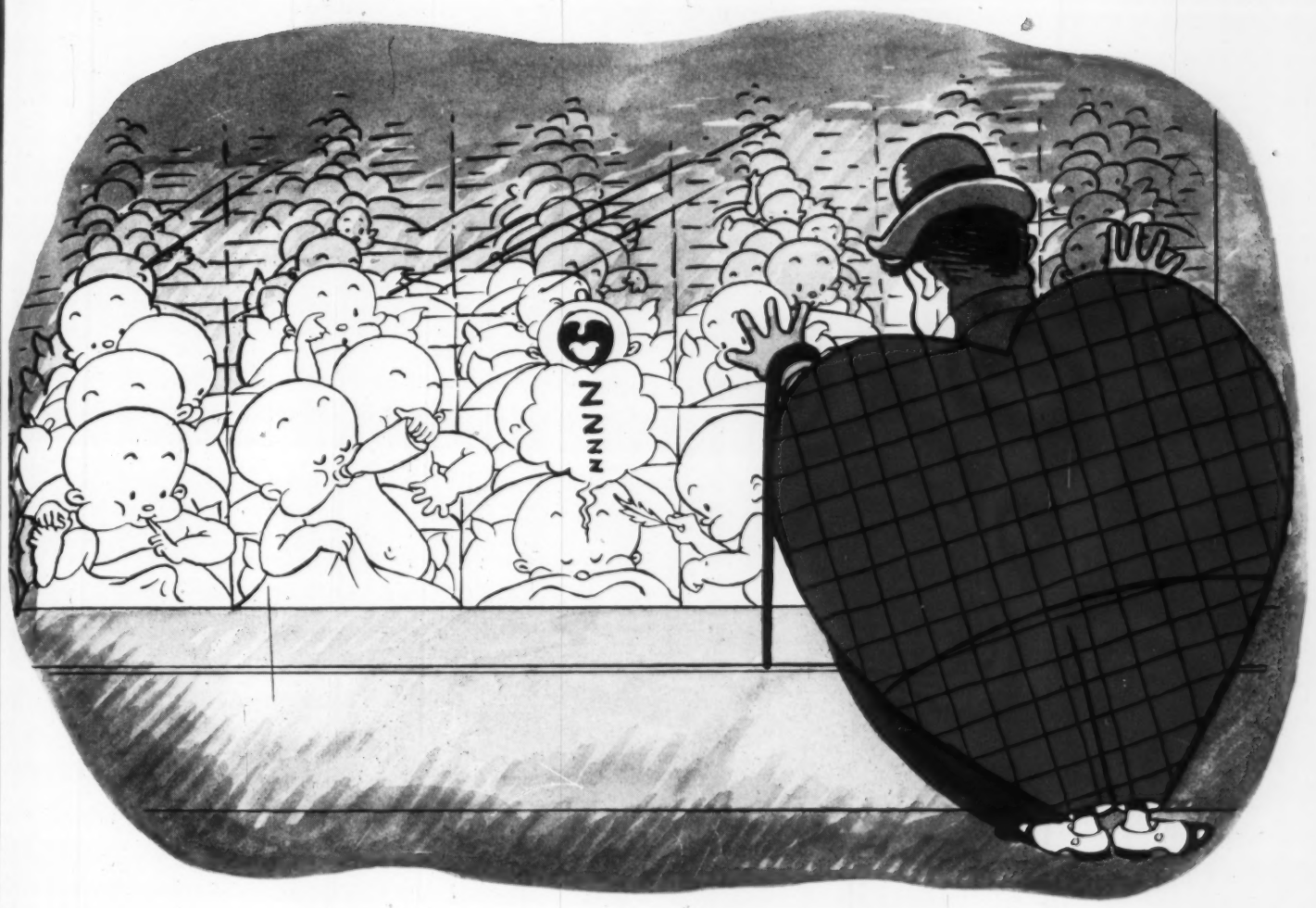
HISTORY of radio since its primitive beginning in 1920, and the relation of this growth to the contributions made by NBC are presented in a 24-page booklet, "What Goes on Behind Your Dial", released by the network.

SERVICE SALUTE

KLX Plays Patriotic Airs After Newscasts

SALUTE to servicemen now swings out over KLX Oakland each hour after the closing commercial of the newscast. Instead of hitch-hikers and cowcatchers bumping into each other, service tunes, "Anchors Aweigh", "Marine Hymn", "Caissons Go Rolling Along" and others make for easy listening.

The tunes are alternated, and a full chorus is played before another commercial goes on the air. KLX manager Adriel Fried, who inaugurated the policy, says that he has found that listeners enjoy them and servicemen especially stop to listen when they hear the song of their service.



It Is A Wise Father That Knows His Own Child

It is a wise station, too, that knows its own market. In the "Heart of America" 51% of the population is urban—49% rural. There's no *half-hearted* selling on KMBC, for this is the one station that takes both sides of the story into consideration. This plus long established *personalities* reap rich dividends for KMBC with increased listening tune-in—thereby, with greater returns for KMBC advertisers.

KMBC
of
KANSAS CITY
FREE & PETERS, INC.

SINCE 1928 THE BASIC CBS STATION FOR MISSOURI AND KANSAS